

LIFE



SOUTHERN SAND STYLES

JANUARY 13, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



**A LUXURY
EVERY HOME CAN AFFORD**

A&P Coffees are expensive in quality—the pick of the plantations—but because A&P eliminates costly in-between handling charges, they are yours to enjoy at extremely moderate prices—now the lowest prices in history!



“I Always Say You Make The World’s Best Coffee!”

“That’s pure blarney, Jim Parsons, and you know it! But I will say that no coffee, regardless of price, ever satisfied you like Eight O’Clock. We’ve used it for 32 years, and I came by it naturally, for my mother and her mother both bought Eight O’Clock. That makes more than 70 years it has been a welcome member of my family!”

But no one blend of coffee suits every taste, so A&P has two other highly popular coffees: Red

Circle, rich and full-bodied, and Bokar, vigorous and winy. All three of these coffees are the pick of the plantations. All three are *custom ground* at the moment of purchase, exactly right for your coffee pot. All three are now at the lowest prices in history. Whichever one is *your* favorite, you’re assured of coffee of magnificent flavor.

AT ALL A&P FOOD STORES

BUY YOUR FAVORITE A&P COFFEE IN THE BEAN . . . AND HAVE IT CUSTOM GROUND



FOR REGULAR POT
have A&P Coffee ground
COARSE



FOR PERCOLATOR
have A&P Coffee ground
MEDIUM

FOR DRIP POT
have A&P Coffee ground
FINE



FOR VACUUM POT
have A&P Coffee ground
EXTRA FINE



Now Ready Your 1941 Comparison of "All 3"

THE 1941 QUALITY CHART

A Comparison of "All Three" Low-Priced Cars with Leading High-priced Cars in Quality Features

Here's How "All Three" Low-Priced Cars Compare in the 22 Important Features Found in High-Priced Cars—

*Plymouth has 21
Car "2" has 9
Car "3" has 7*

	1. 117-inch, or Longer, Wheelbase	2. Hydraulic Brakes	3. "L-Head" Engine Design	4. Aluminum Alloy Pistons	5. Four Rings Per Piston	6. Chain Camshaft Drive	7. Automatic Choke	8. Precision-Type Lower Connecting Rod Bearings	9. Pressure Lubrication of Lower Connecting Rod Bearings	10. Valve Tappet Adjustment	11. Roller Bearings on Transmission Countershaft	12. Four Chassis Springs	13. Independent Front Wheel Suspension	14. Roller Bearing Universal Joints	15. Hypoid Rear Axle	16. Tapered Roller Differential Bearing	17. Hotchkiss Drive	18. Rust-Proof Body	19. Oil Bath Air Cleaner	20. Sealed Beam Headlamps	21. Floating-Type Oil Intake	22. Choice of Colors at No Extra Cost	TOTAL
'2895 CAR	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	22
'2595 CAR	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	22
'1594 CAR	YES	YES	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	21
LOWEST-PRICED PLYMOUTH	YES	YES	YES	YES	YES	NO	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	(21)
LOWEST-PRICED CAR "2"	NO	YES	NO	NO	NO	NO	NO	NO	YES	NO	YES	YES	YES	YES	NO	NO	YES	NO	YES	NO	YES	YES	(9)
LOWEST-PRICED CAR "3"	NO	YES	YES	NO	NO	NO	YES	YES	NO	YES	NO	NO	NO	NO	YES	NO	NO	NO	YES	NO	NO	NO	(7)

BUY WISELY!

It will Pay You to Compare
Carefully the Features of
"All Three" Low-Priced Cars.

**PLYMOUTH
IS MOST LIKE THE
HIGH-PRICED CARS**

LOOK at the 1941 Quality Chart, and you'll see why thousands are switching to the big, low-priced new Plymouth!

You'll see that 1941 *high-priced* cars resemble each other in 22 important features. And the new Plymouth is the only one of "All 3" *low-priced* cars with a majority of these features...with more, in fact, than the "other 2" combined!

And, in Plymouth, you enjoy new High-Torque Performance with new power-gearing—giving you a new sense of tremendous power under perfect control... and with less shifting!

See your Plymouth dealer's enlarged Quality Chart—comparing 20 cars! Ride in a new Plymouth and you'll buy it!

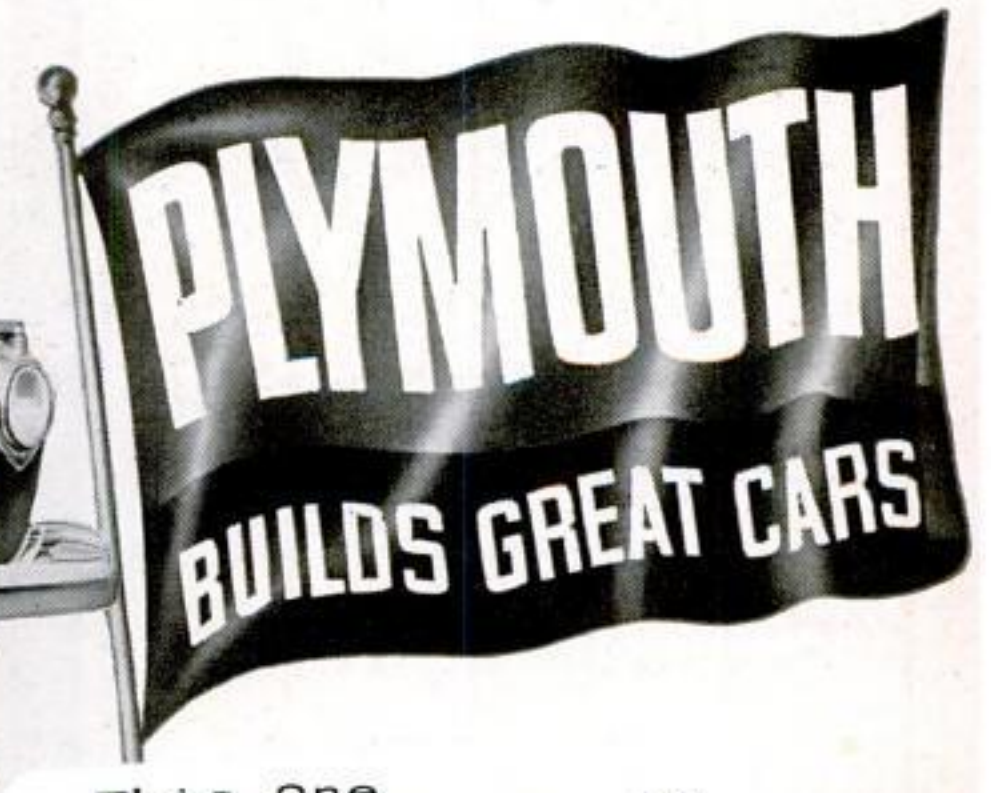
MAJOR BOWES, C. B. S., THURS., 9-10 P. M., E. S. T.

OF 22 IMPORTANT FEATURES FOUND IN HIGH-PRICED CARS:
PLYMOUTH HAS 21...CAR "2" HAS 9...CAR "3" HAS 7

*Look at 1941
Prices of "All 3"*

Plymouth saves money. Your present car will probably cover a large part of the low delivered price... balance in low monthly instalments. PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

SEE THE NEW PLYMOUTH COMMERCIAL CARS!



This One



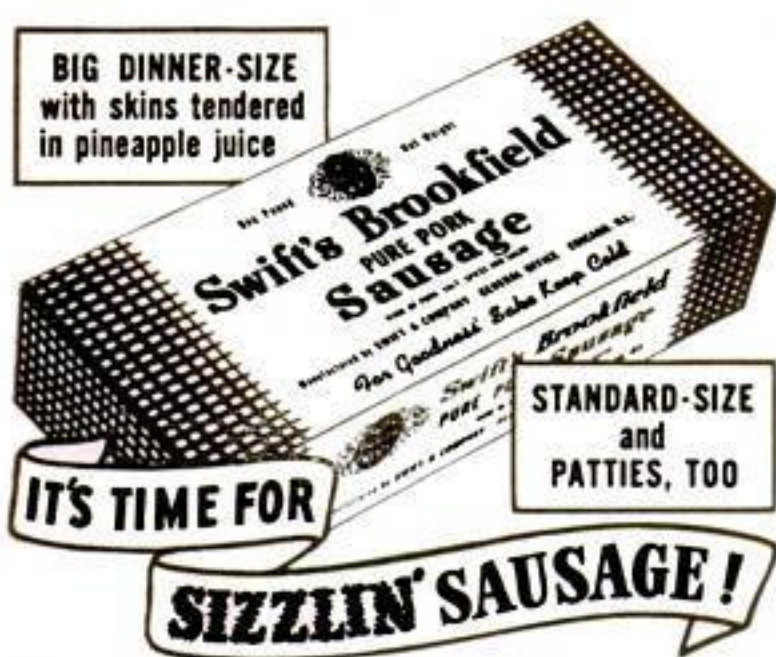
5YE9-OLE-4DYT



Enjoy that old-time flavor

Here's real sausage flavor, aroma that wakens fond memories. For Swift's Brookfield is truly fine pork, delicately seasoned... kept constantly cold. Made according to the classic Swift recipe with no new-fangled flavoring. Get Swift's Brookfield now for meals that "just hit the spot."

Copr. 1941 by Swift & Company



This is salesman Humphrey Spill, who's out all day in winter's chill. When blue with cold and almost frizz, he takes a recess from his bizz, and hies him to the nearest spot where BOVRIL's served up piping hot. A cup of this rich beefy drink restores him quickly to "the pink."



At Fountains • 10c a Cup • Hot
At food and drug stores, in jars and cubes, for home use. Adds an extra toothsome-ness to gravies, soups, sauces and steaks.
BOVRIL of AMERICA, Inc., Camden, N. J.



LETTERS TO THE EDITORS

Food for Europe

Sirs:

It is indeed a terrible decision that America has to make concerning hunger and starvation in Europe. Your gruesome pictures (LIFE, Dec. 23) put in front of us that which we know and realize already, but let me be one of the first to cast my vote toward the "terrible decision." My vote is this: Not so much as a crust of bread to any European country, with the exception of England, Greece and Finland.

Food is as much a military weapon as planes, bombs, etc. Feeding the Nazi-dominated countries is definitely Germany's problem and headache. If America feeds them, it gives Germany just that much more leeway to go ahead with further war plans. Starvation is a terrible thing, but a dose of starvation might cause the Nazi-dominated countries to rebel, riot and overthrow their guards and oppressors.

VICTOR R. DEVEREAUX

New Kensington, Pa.

Sirs:

I most certainly do think that the U. S. should send food to conquered Europe through the British blockade. How does Britain expect to win this war if she places selfishness above her first duty as a democracy in refusing to let our food reach the vanquished and half-starved?

For humanity's sake, feed conquered Europe so that they won't lose faith in democracy.

FRANK ABBOTE

Utica, N. Y.

Sirs:

Your pictures of war and its fellow, famine, are a powerful probing of America's conscience and, may I add, of ours in the British countries.

But shouldn't the question have been put to America's conscience and sense of duty in another way? Are you willing to help remove the cause of this famine—that is, to help drive Hitler's armies out of the occupied countries of Europe? And then to help prevent wars of this kind in the future?

If your answer is "No," then may I say: "Please, do not hinder us who have answered 'Yes' to that question."

J. A. MACDONALD

Montreal, Quebec

Sirs:

Concerning your article on hunger, I've looked up this reference to the subject in a book that I invariably find helpful and also impartial.

"If thine enemy hunger, feed him; if he thirst, give him drink: for in so doing thou shalt heap coals of fire on his head. Be not overcome of evil, but overcome evil with good."—ROMANS 12:20, 21.

We've got the gold and we've got the wheat and we've got the teachings of Christ. Let's put them all together and overcome Hitler.

GEORGE METTAM

Omro, Wis.

Sirs:

You seem to believe that physical well-being is more important than mental and moral well-being, and you entirely forget the generation of German children whose minds and characters are being dwarfed by being fed only the lies and distortions of the Nazi ideology. You fear a generation of "Europeans, stunted and embittered by hunger." How much more fearful a healthy generation brought up to believe in hate and force!

No one can fail to have the deepest sympathy for those unhappy innocents who must suffer but the choice seems clear that unless a few suffer physically today, all must suffer mentally and morally tomorrow.

WILLIAM L. WALTER

New York, N. Y.

● LIFE's readers voted approximately 3-1 against sending food to Europe.—ED.

Lana Turner

Sirs:

Get out of the gutter. Avoid that Lah-nah Turner stuff (LIFE, Dec. 23). It's vile.

C. M. HESKETH

Jackson, Mich.



LANA TURNER, MORE PICTURES

Sirs:

Why publish such stuff? Haven't you got better things to write about and take pictures of?

GEORGE ROBESON

Phoenix, Ariz.

● LIFE, like almost all its readers, is interested in Lana Turner.—ED.

Sirs:

Boy, oh boy, let's have more of Lana. Let's have a lot more of those good pictures!

EVERETT TASKER

Boston, Mass.

Sirs:

Is it then pure coincidence that Lana in Spanish is wool, of which most of the Sweater Girl's sweaters must be made?

A. M. GAULT

Laredo, Tex.

● Pure coincidence.—ED.

Sirs:

Thanks for your article on Lana Turner. Many of us bachelors like Lana very, very much. It cost my mother \$500 because I like Lana so much.

I had seen and approved of Lana's first role with the famous dolly shots in *They Won't Forget*. Mother wanted to attend one theater; I insisted upon going elsewhere to see Lana in *Dancing Co-Ed*. It was Lana or bust. Or both.

My mother's name was called at the first theater for \$500. We weren't there, of course. And I haven't even got an autographed photo of Lana. Only sackcloth and ashes.

CHARLES WASTE

Hollywood, Calif.

Army Morale

Sirs:

You can't imagine with what interest your article on the morale of the American soldier (LIFE, Dec. 23) was devoured by the men of the U. S. Air Corps. Allow us to congratulate you on getting right down and digging. There wasn't much you missed about Army life.

Why can't the American mothers and fathers realize that we are the same type of

young man that associates with their daughters? Why does the uniform make so much difference? Are we to be typed because these same parents saw a soldier drunk one evening on "Main Street"? It doesn't make much sense, does it?

Does the fact that we are working for Uncle Sam and that we wear our uniforms when we are away from our work make us any different from our friend the high-school graduate who wears a gas-station uniform, works for a gasoline firm and wears "civvies" when off work?

No, Mr. and Mrs. Civilian, we aren't belly-aching, because we realize the Army is expanding and having a lot of trouble doing so. All we are asking is that you folks on the outside give us a fair break when we get past those gates marked U. S. Army Post. Treat us like you treat the fellow next to you on the subway, not like the bum that comes up and asks you for a dime for a cup of coffee. And above all, try and realize that we are cast from the same mold as your son and that some day he too may be in the Army.

SAM JOHNSON

Chicago, Ill.

Sirs:

I am from Atlanta, Ga. and have been stationed in Biloxi for five months. Your articles on the National Guard and conscripts were very interesting, but some of those boys look very sad. I know how it is, partly, but all I can say is that they should be stationed on the Gulf Coast and they would be crazy about the service. The people here treat a uniform, O. D. or blue, like it should be treated. The Coast Guard and Army mix as brothers and the girls all show us a swell time in every way that is acceptable. The juke joints are all open to us and we don't have M. P.'s because they are never needed.

JAMES A. GRIFFITH JR.

Biloxi, Miss.

Sirs:

It occurs to me that in referring to the soldier you make no, or few, allowances for the possibility of some of us being different from those you portray as being lacking in demeanor and conduct.

You spoke of the Southern nice girl's fear of the (admitted unwarranted) tradition that no nice girl goes with a soldier unless he is an officer. This implication is disgusting to many of us and a direct aspersion on wives or sweethearts. I married a girl, a Southern girl, too. The above-mentioned tradition is better left unmentioned.

A picture shows soldiers thumbing a ride and described as broke and tired. With more than 23 years in the Army I have yet to thumb or attempt to ask a ride.

A picture shows soldiers drinking in a cheap restaurant. I have yet to be seen drinking in any such place.

A picture shows soldiers eating in a hamburger joint, describing it as the usual haunt for eating. I may have eaten a few hamburgers in such a place but my usual eating place is one better and where environment is higher.

One picture depicts soldiers leaning against a pole and eating ice-cream cones. I have yet to eat ice cream under such conditions.

You emphasize that soldiers are lonely while on furlough. Fortunately I never was, having been able to meet and retain the friendship of congenial people without having to go to the roadhouses or red-light districts.

VERNON R. GILLIAM

Langley Field, Va.

● Soldier Gilliam is to be congratulated on so happily solving his own morale problem. As LIFE implied, however, soldiers differ as much from one another in taste as do civilians. What makes Soldier Gilliam happy will not necessarily make 1,200,000 other soldiers happy. The fact remains that the Army has a serious morale problem on its hands.—ED.

Sirs:

You're crazy! Columbia, S. C. couldn't have changed so much in so short a time.

I was a buck private at Camp Jackson in 1918 and found Columbia and its people most hospitable.

LEWIS C. GILGER

Lakewood, Ohio

CONTINUED ON PAGE 4

Do you See 6-year old Peggy?
 No! I see a Girl Planning her Trousseau.
 Will she be a Charming Bride?
 Yes, Beautiful—her Smile's so Lovely!
 To what does She owe this Lovely Smile?
 Perhaps to a Habit she learned as a Child—Ipana and Massage!



**Protect your smile! Keep your gums healthier, your teeth brighter ...
 with the help of Ipana and Massage.**



SHE STILL PLAYS with dolls and she goes to bed by seven. But Peggy is a beauty specialist when it comes to her own bright smile ... for, far better than her parents, Peggy understands the modern care of teeth and gums.

Indeed today, thousands of youngsters know what their parents still have to learn ... that *gums* as well as teeth must have regular daily care. They are taught in their classrooms that the soft, creamy foods we moderns enjoy so much, provide little exercise for gums ... deny gums the exercise and stimulation they often need for health. No wonder then that gums tend to become weak and tender ... and signal their condition with that warning tinge of "pink"!

Be Warned By "Pink Tooth Brush"!

"Pink tooth brush" may not mean serious trouble ... but it's a warning just the same. And the minute you see it ... see your dentist! He may merely tell you that your gums are

underworked ... that they need exercise and stimulation. And like so many dentists these days, he may suggest "the healthful stimulation of Ipana and massage"!

For Ipana Tooth Paste does more than clean teeth thoroughly. Used with massage, Ipana is specially designed to aid the gums to health. So, each time you brush your teeth, massage a little extra Ipana onto your gums. That invigorating "tang" you notice is exclusive with Ipana and massage. It means that stimulation is awakening in the gum tissues ... helping the gums to become firmer and stronger.

Get a tube of economical Ipana today. And begin now the healthful dental habit of Ipana and massage ... for sounder gums, brighter teeth, a more attractive smile!

Ipana Tooth Paste

There's One in Every Neighborhood!



1. ONE DAY Marge and I are having ourselves a cozy little gossip when up strolls this neighbor we call "Mrs. Trouble." You know the kind that is full of conversation—but only about *herself*, and usually about her *ailments*? Well, today it was the irregularities of her intestinal tract.



2. AFTER SHE HAD GONE, Marge, the imp, sparks an idea. "These eternal sympathy-seekers!" she says. "Most of them just don't *eat* right. I'll bet a little 'bulk' of the right kind in her diet would take the *blues* out of her conversation. Let's be her fairy god-mothers, and send her a letter and a package of KELLOGG'S ALL-BRAN."



3. "'MADAME,' WE'LL SAY, 'why endure your constipation first, and then try to "cure" it with purgatives? Better to get at the *cause*—and *pre-vent* it! If it's the common kind that's due to lack of "bulk," ALL-BRAN should do the trick. Eat it regularly and drink plenty of water.'



4. I FORGOT ABOUT IT, until one day when Marge and I were together, in waltzes our "Mrs. Trouble" as chipper as a robin on a May morning. "A friend of mine told me," she says to Marge, "that it's to *you* I'm indebted for a wonderful favor. I've knitted you a little sweater to celebrate my joining the 'regulars' with KELLOGG'S ALL-BRAN."

**Join the "Regulars" with
KELLOGG'S ALL-BRAN**

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

LETTERS TO THE EDITORS

(continued)

Old Watch

Sirs:

I enjoyed reading about the very latest designs in watches and seeing a few pieces of the Packard collection (LIFE, Dec. 23). It calls to mind the comparison between the watch of the early 16th Century and the watch of today.

The first portable timepiece was made by Peter Henlein of Nuremberg in 1513 and is in existence today as part of the Moyer Fleisher Collection of



PETER HENLEIN'S WATCH

Watches as a loan exhibit to Memorial Hall Museum in Fairmount Park, Philadelphia.

Martin Luther was once the owner and describes the watch in a letter dated April 22, 1527 to Father Frederick Pistorius, the last Abbot of St. Aegidius in Nuremberg, in which he thanks the Abbot for the gift of a watch and adds, "I feel compelled to become a pupil of our mathematicians in order to understand this unique timekeeper. Never before have I seen such an object."

HERBERT K. FLEISHER

Philadelphia, Pa.

Prophecy

Sirs:

I enclose an extract from a letter I have which contains a very effective prophecy of the present war and of our unpreparedness for it.

The letter was from my old friend, the late Brigadier General Francis Cutler Marshall, first American general to establish headquarters on the Rhine, and was written from Germany, June 25, 1919:

"... As I write, about 200 yd. away on the Rhine the *Prussia*, a big passenger steamer, is passing with about a thousand Tommies on board. A British major general's flag is flying and a band is playing *The Darktown Strutters' Ball*. So it is all true, and the Drachenfels and the Siebengebirge (just below but plainly in view) and the Rhine itself are real and not legendary. Siegfried may have been bathed in the blood of the dragon that he slew in front of that cavern over there and all the legends of the *Nibelungenlied* may have had their origin within my view, but here we are, British and Americans, astride the Drachenfels waiting for Siegfried's sons to pay. ...

"Eh bien! I'll join you in a few days. We all will come home. Most of us will concentrate on making money and on spending it foolishly, most of us will grow soft and mushy and pacifist. But Siegfried's sons will not and we shall perhaps read of very stirring times over here again. Perhaps it may be reserved for your son Pete, or for his children. But times will stir; of that we may be sure. And America a second time will not be ready; of that we may be equally sure."

JULIAN STREET

Lakeville, Conn.

● General Marshall, no relative of the present Chief of Staff, was killed in December, 1922 when his plane struck a treetop in the High Sierras of Southern California in a fog.—ED.

Believe It or Not!
by Ripley

HERE'S A BLANK CHECK

SIGNED BY A BANKER AND AN ADMINISTRATOR

But THE CHECK WAS NOT BLANK WHEN THEY SIGNED IT!

(FROM H. H. SPAYDE, SECRETARY-TREASURER, PERRY FEDERAL SAVINGS AND LOAN ASSOCIATION, PERRY, Ia., THE BANKER WHO COUNTERSIGNED THE CHECK.)

HERE'S WHAT HAPPENED:

THE CHECK WAS PAID TO A HOSPITAL, AND ACCIDENTALLY SENT TO THE LAUNDRY AND WASHED WITH THE LINEN.

QUESTION:—WHY WERE THE TWO SIGNATURES UNHARMED WHEN EVERYTHING ELSE VANISHED COMPLETELY?

ANSWER:

THE CHECK WAS WRITTEN OUT IN ORDINARY INK. BUT WHEN THE BANKER AND THE ADMINISTRATOR SIGNED IT, THEY USED THE BANKER'S FOUNTAIN PEN WHICH WAS FILLED WITH PARKER PERMANENT Quink, AN INK THAT'S AS PERMANENT AS THE PAPER. HENCE THE SIGNATURES REMAINED AS CLEAR AS EVER. BELIEVE IT OR NOT!

EVERY DAY PARKER PERMANENT Quink PROTECTS AND SAVES VALUABLE RECORDS, CHECKS, DOCUMENTS, LETTERS, NOTES, ETC.

FOR Quink EQUALS OR EXCELS U.S. GOV'T SPECIFICATIONS IN 8 IMPORTANT WAYS.

*Reg. U. S. Pat. Off.

Parker Quink
15¢ AND 25¢

THE QUICK-DRYING, PEN-CLEANING INK—KEEPS PENS IN THE HANDS OF THE USERS AND OUT OF THE REPAIR SHOPS! TWO KINDS:—

PERMANENT AND WASHABLE
YES, Quink CLEANSSES YOUR PEN AS IT WRITES—A PARKER OR ANY OTHER PEN. A SECRET HARMLESS INGREDIENT DISSOLVES SEDIMENT LEFT BY PEN-CLOGGING INKS. IF YOU WILL SPEND 15¢ FOR PARKER PERMANENT Quink THE CHANCES ARE 10 TO 1 YOU'LL NEVER GO BACK TO ANY OTHER KIND.

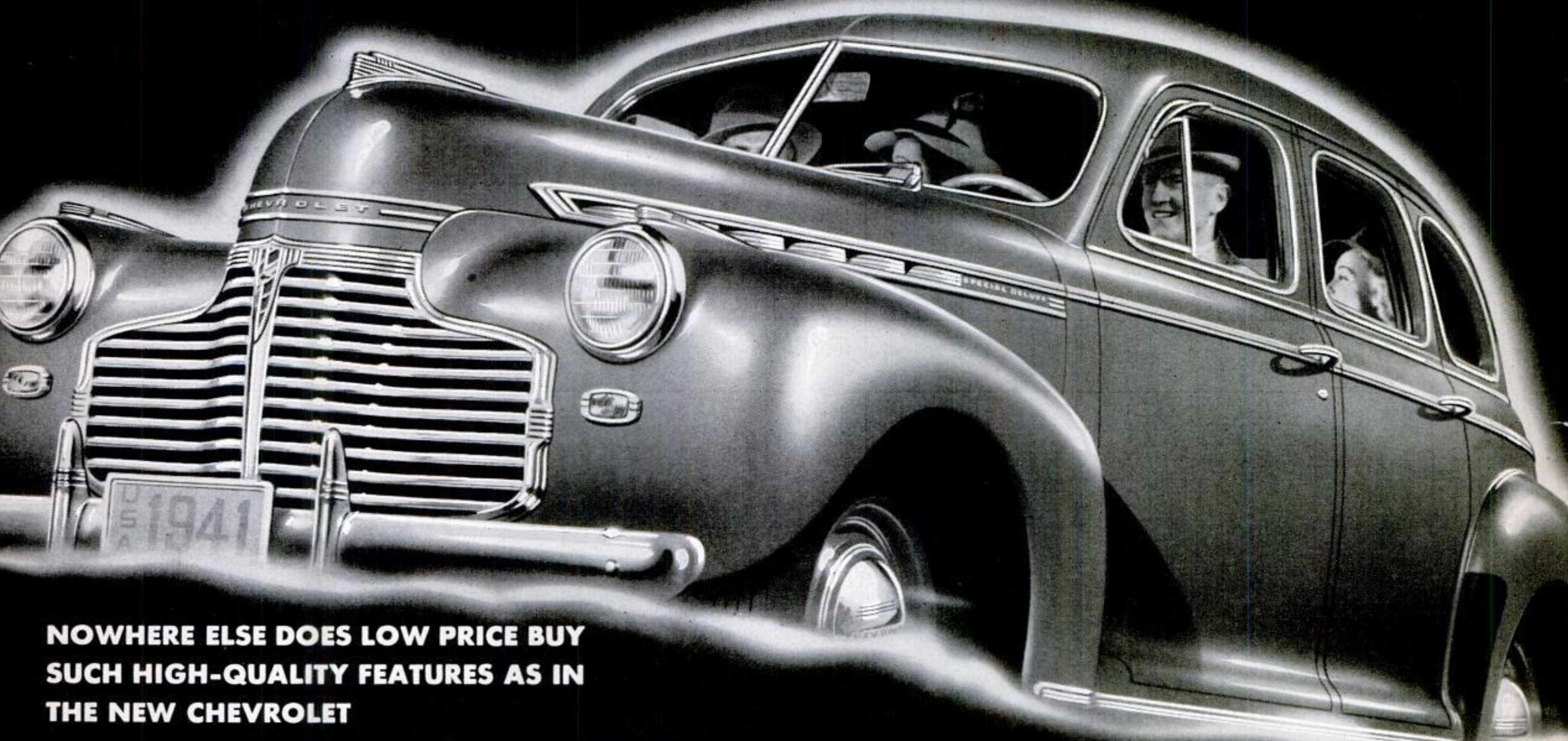
Believe It or Not!
Robert L. Ripley

FREE: Send your name and address for 20,000-word trial bottle of Quink free, postpaid. Offer good for 30 days in U. S. A. only. Address Dept. L-1, The Parker Pen Co., Janesville, Wis.

*Chevrolet
has it!..*

90 HORSEPOWER

ONLY CHEVROLET *AMONG ALL BIGGEST SELLING LOW-PRICED CARS!*



**NOWHERE ELSE DOES LOW PRICE BUY
SUCH HIGH-QUALITY FEATURES AS IN
THE NEW CHEVROLET**

*You'll
Say **"FIRST Because It's FINEST!"***

GIVE LOW-PRICED
CARS THIS

"QUALITY QUIZ" AND YOU'LL CHOOSE CHEVROLET!

	CHEVROLET	NO. 2 CAR	NO. 3 CAR
90-H.P. ENGINE	YES	NO	NO
CONCEALED SAFETY-STEPS	YES	NO	NO
VACUUM-POWER SHIFT AT NO EXTRA COST	YES	NO	NO
BODY BY FISHER WITH UNISTEEL TURRET TOP	YES	NO	NO
UNITIZED KNEE-ACTION	YES	NO	NO
BOX-GIRDER FRAME	YES	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO
TIPTOE-MATIC CLUTCH	YES	NO	NO

**ONLY CHEVROLET
HAS ALL THESE QUALITY FEATURES**

It's a lot more fun to be "in power" than it is to be "out of it"—especially when you sight high hills ahead!

That's just one more reason for choosing this big, beautiful, bullet-like Chevrolet for '41—newest edition of the car that has out-sold all others during nine of the last ten years—because it easily *out-powers* the second and third ranking cars in its field.

This new Chevrolet is the *most powerful* of all biggest selling low-priced cars . . . the only one with a 90-h.p. engine . . . the only one with a Valve-in-Head "Victory" Engine—the same type of power plant that holds all world's records for performance on land, sea and in the air.

And just as Chevrolet for '41 brings you *extra power* for acceleration, for hill-climbing, for every performance need, so it brings you *extra economy* of operation and upkeep through every month and mile of ownership.

Style-wise, comfort-wise, value-wise, "Again Chevrolet's the Leader!" And you want to drive the leader *this year*, regardless of what cars you may have owned in the past. Your Chevrolet dealer cordially invites you to *eye it, try it, buy it—today!*

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Again **CHEVROLET'S** *THE
LEADER!*

SPEAKING OF PICTURES . . .

. . . THESE SHOW HOW A SMOKY CITY CLEANED UP

One year ago this week LIFE printed a horror story about St. Louis, revealing that city as it appeared on lifeless winter days when smoke from 160,000 chimneys mingled with Mississippi fog and blanketed earth and sky in light-destroying, lung-destroying blackness. Said LIFE: "St. Louis has long been a sooty city. It is probably the smokiest municipality in the country—worse even than Pittsburgh." Stung by these words, prodded by its own newspapers and civic leaders, St. Louis acted. Mayor Dickmann formed a citizens' committee to propose means of getting rid of their city's black plague. In April, city aldermen converted their suggestions into law.

Industries, businesses, railroads, home owners were ordered to equip all fuel burners with mechanical smoke-reduction apparatus or to refrain from using unprocessed soft coal. The ICC was induced to sanction lower freight rates on West Virginia and Oklahoma smokeless semi-anthracite. A rigid system of inspections, permits and fines was set up. This winter St. Louisans are proud of their pure pellucid air. At request of the enterprising St. Louis *Star-Times* (see editorial below), LIFE amends the record by showing in paired pictures how St. Louis looked on "Black Tuesday" (Nov. 28, 1939) and how it looks today.

AN EDITORIAL FROM THE ST. LOUIS STAR-TIMES

PROPOSAL TO LIFE MAGAZINE.

Last winter when St. Louis was suffocating in its smoke palls, Life Magazine gave us some unwelcome nation-wide publicity which nevertheless was justified, from Life's standpoint, as news. Any city which tolerated a smoke-ridden atmosphere forcing motorists to turn on their headlights in broad daylight deserved whatever unpleasant journalistic results might follow.

It is appropriate, however, to suggest that Life's editors reasonably might consider the regeneration of St. Louis, through the success of our new smoke control ordinance, equally newsworthy and picture-worthy.

The smoke ordinance was enacted last spring as a drastic, if technically simple, measure designed to produce results. St. Louis was sick of smoke and was ready to do something about it. The machinery through which the ordinance was prepared, and through which public opinion was educated to accept it, deserves more than local attention, because it has worked. It thus has set an example for other smoke-ridden midwestern cities located near great bituminous coal fields.

How about it, Life? How about a feature story—including photographs contrasting Black Tuesday last year with the corresponding day this year—on the achievements of St. Louis in smoke control?



On "Black Tuesday" year ago, autos, trucks, trolley cars turned on their head lamps, crawled cautiously through dark downtown streets. Offices and stores burned electric lights all day.



Out into the countryside rolled great mantles of smoke, 3,000 ft. high. The Meadow Brook Country Club (right foreground), sunlit for a while, lay full in the path of the onrushing night.



At Twelfth Boulevard and Pine Street, visibility was reduced to a quarter of a block. Every winter smoke has forced St. Louis consumers to pay more than \$1,000,000 for extra electricity.



This winter traffic proceeds normally along downtown St. Louis thoroughfare. Stores and offices shown lighted in the picture at left now conduct business by the unobscured light of day.



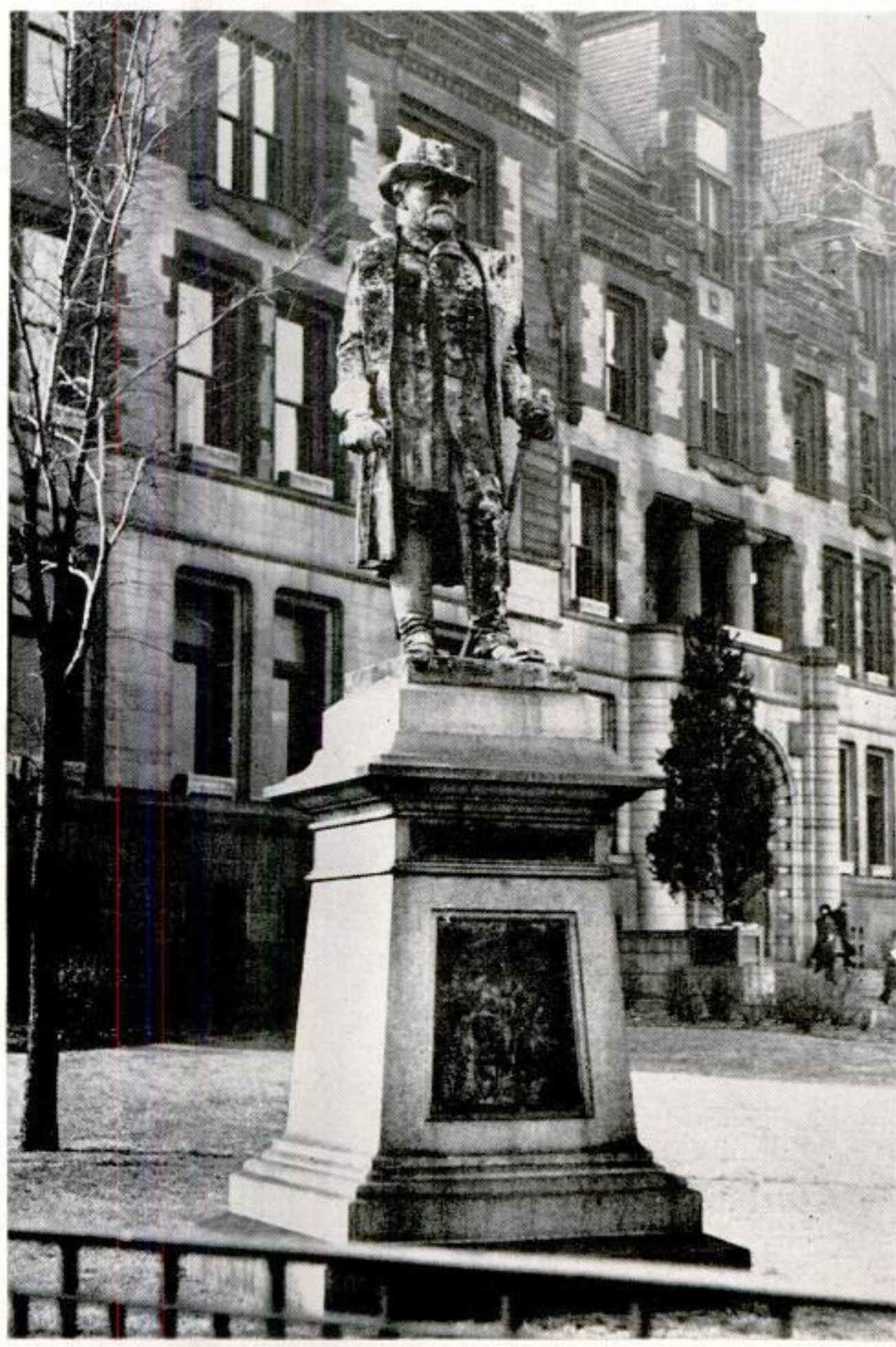
No smoke pall darkens the intervening distances between Meadow Brook Club and St. Louis. Urban dwellers now boast that their city air is purer than that in the unregulated suburbs.



Perfect visibility prevails throughout city. Clothes, bedclothes, linen, curtains stay white longer. This winter health officers hope for a notable diminution in cases of respiratory diseases.



In front of city hall, General Grant loomed shadowy as a specter in the gloom on winter mornings past. Now he stands unveiled before the seat of city government. Note (*below*) how metal statue and stone have been disfigured by the smoke impurities which St. Louisans inhaled for nearly half a grimy century.





... little voice commands vast system

Mary picks up her Bell telephone. Her voice travels over miles of wire on poles or under streets. It travels on to the intricate equipment at the central office, attended by alert, experienced people. The response is instant, and Mary's important message goes through!

Here is some of this mechanism in a typical city exchange—part of the complex network manufactured by Western Electric. It is all made to exacting standards of quality by skilled men and women, with the inner urge to produce equipment worthy of a great public service.

Western Electric

... is back of your
Bell Telephone service

SPEAKING OF PICTURES

(continued)



Dreary and gray was the mood of St. Louisans in winters prior to this. Picture above was not taken on "Black Tuesday." It might have been taken on almost any winter morning last year. Below you see same scene today.



The Hotel Jefferson was only a few twinkling lights in the murk at 9 a.m. "Black Tuesday." The policeman directing traffic (above, right) was taking his life in his hands. Below: undimmed sun now shines on the same corner.



1. DAISY needs a laxative. But she's going to see a man about a job at 10—so she puts off taking anything, scared to risk possible embarrassment, scared to do anything that might interfere with a successful interview.



3. DAISY—SUFFERING from the heaviness and headache that often go with constipation—makes no impression on the man she hoped would be her future boss.



2. MAISIE needs a laxative. She's got a job interview scheduled for 10 o'clock, too—BUT Maisie says to herself—"Never put off till tonight the laxative you should take this morning"—and she knows that Sal Hepatica's speedy.



4. MAISIE IS HER VERY BEST SELF . . . Sal Hepatica worked fast, brought such gentle relief. She gets the job and as they shake on it she silently thanks Sal Hepatica.

Whenever you need a laxative —take *speedy* Sal Hepatica

WHEN SIGNS of constipation announce that you need a laxative, don't delay: take speedy Sal Hepatica. It usually acts within an hour. Acts without discomfort or griping; acts gently by attracting water to the intestinal tract.

Sal Hepatica—keep in mind—is more than a laxative. It is decidedly helpful in



counteracting excess gastric acidity. Helps turn a sour stomach sweet again.

No wonder 3 out of 5 physicians recent-

ly interviewed recommend Sal Hepatica. Try it, the very next time you need a laxative!



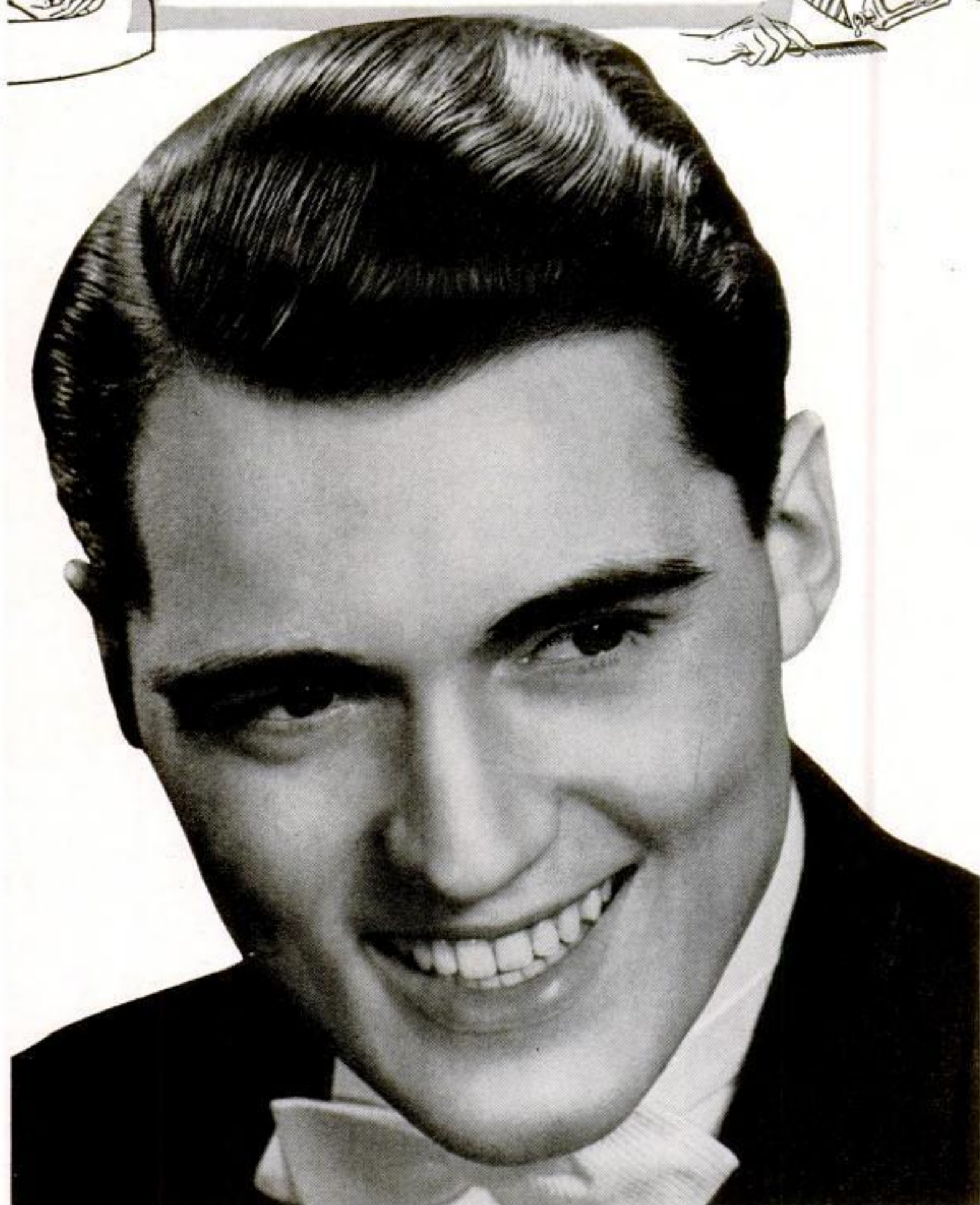
SAL HEPATICA

"TIME TO SMILE!" Tune in on EDDIE CANTOR—Wednesdays at 9 P. M., E. S. T.



Instead of THIS... DO THIS!

No matter what you "douse" it with, "dousing" your hair leaves it plastered down instead of natural looking... Instead of "dousing," use the "comb-it-in" method with a few drops of 'Vaseline' Hair Tonic on your comb... and see how naturally good-looking your hair becomes!



HANDSOME HAIR IS REWARD WHEN YOU CHECK DRY SCALP!

WHEN "dousing" or too frequent shampooing washes away the natural scalp oils Dry Scalp often results... a condition frequently followed by falling dandruff and abnormal loss of hair.

To keep hair handsome, combat Dry Scalp these two ways. *First*, instead of "dousing" your hair to keep it in place, use a few drops of 'Vaseline' Hair Tonic on your comb. *Second*, before each shampoo massage your scalp with plenty of 'Vaseline' Hair Tonic. 'Vaseline' Hair Tonic not only helps protect the natural oils of the scalp, but actually supplements them. Within a week you will see an astonishing improvement in the good looks of your hair!

A few drops supplement the natural scalp oils, keep your hair good-looking.

EVERY MORNING shake on a few drops when you comb your hair.

EVERY WEEK before shampooing give your scalp a generous 'Vaseline' Hair Tonic massage for extra protection against dryness.



40c
and
70c

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

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LIFE'S REPORTS

FANTASTIC CAPTURE OF EBEN-EMAEI

by CAPTAIN PIERRE JANSEN

The author of this report was an officer in the Dutch Army. For 20 years he lived in the Dutch city of Maastricht, not four miles from the Belgian fortress of Eben-Emael. Competent U. S. military observers say that his account is the best explanation yet given for swift fall of Fort Eben-Emael.

Fort Eben-Emael was the hinge of Belgium's whole defense line. It stood at the point where the Albert Canal entered the Jeker and Meuse Valleys to form the chief barrier against a German thrust. Manned by 1,000 men, Eben-Emael was expected to hold out for months. It fell in two days. Various explanations have been given: parachute troops, nerve gas, infantry landing in gliders inside the fort. But the real story is more fantastic than any of these.

The story goes back to 1929 when the Belgians decided to build the Albert Canal and asked for bids. One bid was absurdly low. It came from a German firm in Düsseldorf. The economy-minded Belgian ministers took it.

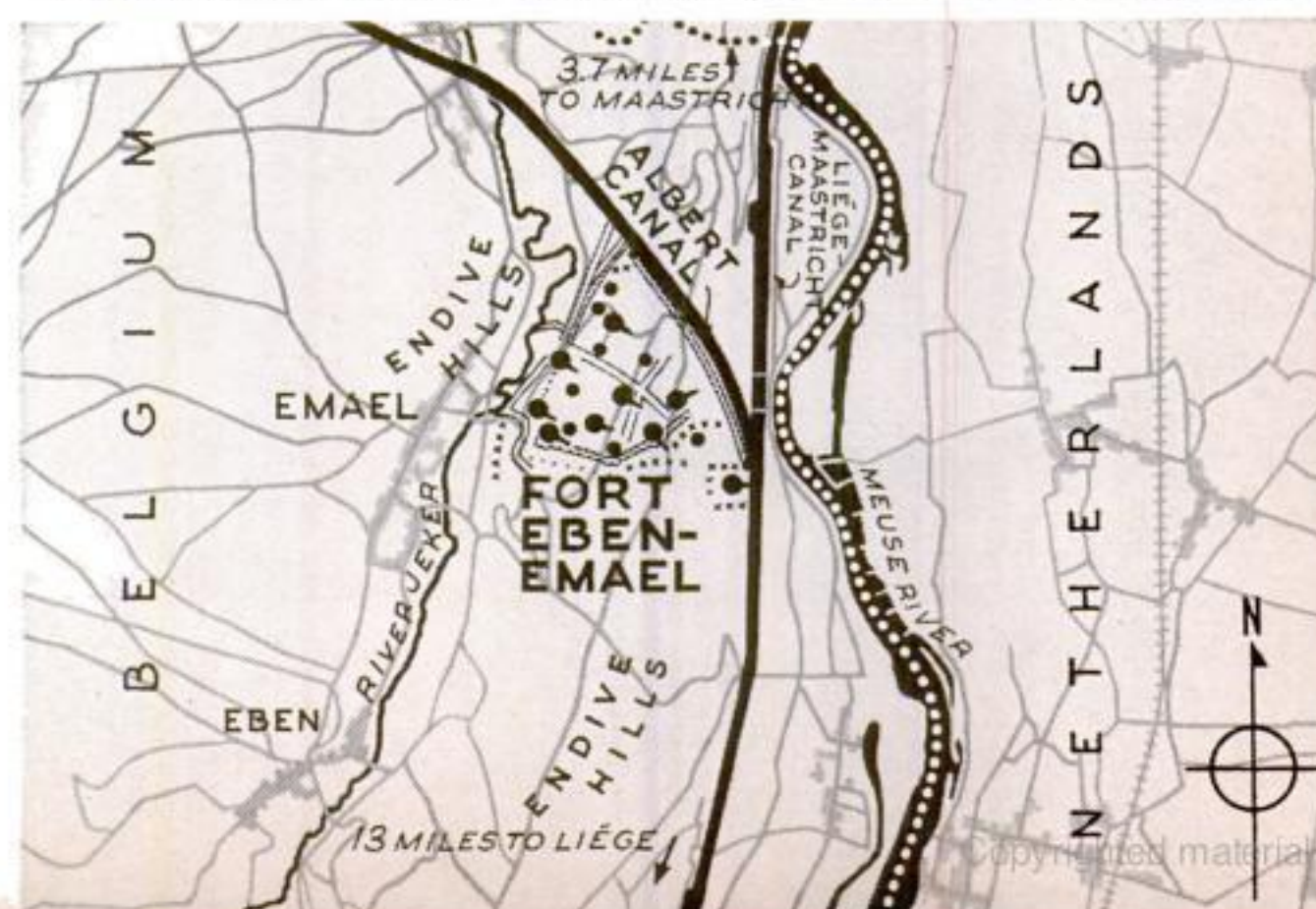
Except for some Italians who ran the steam shovels, nearly every workman had German blood. Some of them married Belgian girls. Little German shops were set up to cater to them. The Belgians resented this miniature German invasion but when the canal was finished most of the Germans moved out and no more was thought of it. The workers who had married Belgian girls, however, settled down in the neighborhood. Most of them grew endives, the great crop of this region.

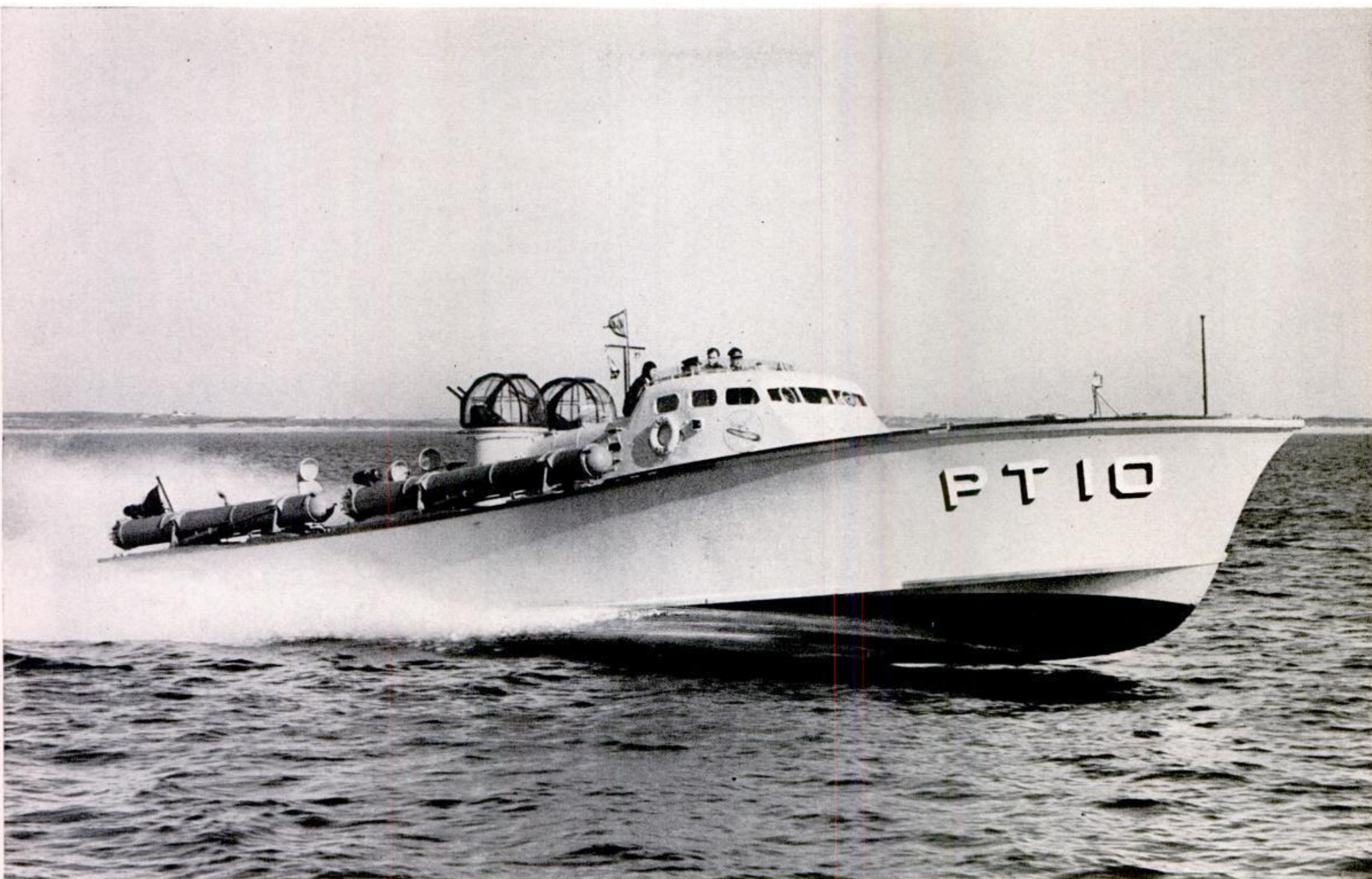
The endives are forced in caves cut in the soft limestone

of the hills that surround the Jeker Valley. These caves, which once sheltered refugees from the terror of Napoleonic armies, form an underground labyrinth where one can walk for nearly 20 miles in one direction. Here the patient German endive farmers spent much of their time. In stone so soft it can be cut with a knife, tunneling is an easy and soundless job. The countless chambers hollowed by earlier quarrymen could hide the debris of new passages. Over the years the Germans tunneled all around and under Fort Eben-Emael. Of course the endives needed nourishment. Tons of "fertilizer" were taken down into the caves. And long before September 1939 everything was ready.

Last spring the great day came for which all these patient farmers had been working. The German Army had invaded Belgium. At the push of a plunger the "fertilizer" was detonated and whole sections of the fort were flung skywards. Assault troops filtered through the caves, exploded small TNT charges to connect the caves with passageways in the fort, and were inside Eben-Emael. Already attacked from the front, the rear, both sides and above, the defenders were paralyzed by this final assault from below. Fort Eben-Emael surrendered.

GERMANS START BELGIAN INVASION BY CROSSING CANAL AT EBEN-EMAEI





Packard powers the Water Wasps!

WITH UNCLE SAM'S newest sea-going weapon—the patrol torpedo fleet—came new problems in power, new demands for rugged dependability.

This is the kind of assignment Packard *likes* to tackle—a challenge to the engineering skill stored up in 40-odd years of building engines of almost every description—air, marine, car

and tank. Packard is proud of the part it is once again playing in the national service, for Packard is powering the “water wasps”.

Heart and soul of the high-speed Elco fighting craft pictured above, of course, are the motors. The three motors in this *PT-10* torpedo boat churn up 1350 horsepower each—*4050 in all!* Hundreds of these super-marine engines

are needed for this new development, and Packard is already fulfilling the trust that such a vital assignment indicates.

History repeats itself

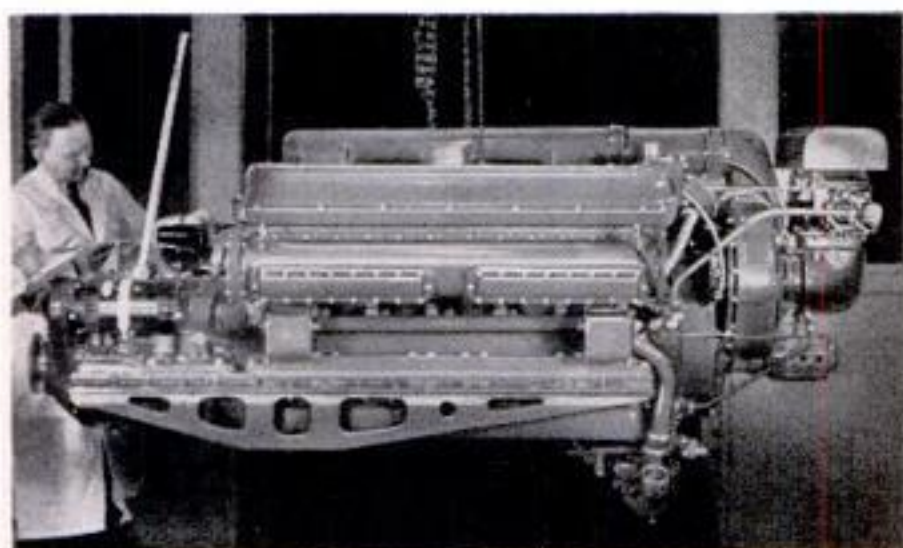
Nor is this all. Packard also has been chosen to build the battle-tested aviation motors which power the famous Hurricane and Spitfire fighters. Already, Packard production experts are swiftly laying the groundwork for building thousands of these great power plants. Thus history repeats itself. For in the last war, Packard was co-designer and largest builder of that other history-making aviation motor—the Liberty.

These tributes to Packard's reputation as a maker of fine motors are important to the man who wants the utmost for his money in a car. For, admire as you will Packard's smart new styling and luxurious interiors, the power plant still remains the all-important heart of the car . . . a heart upon which its life span, and your motoring pleasure, depends.

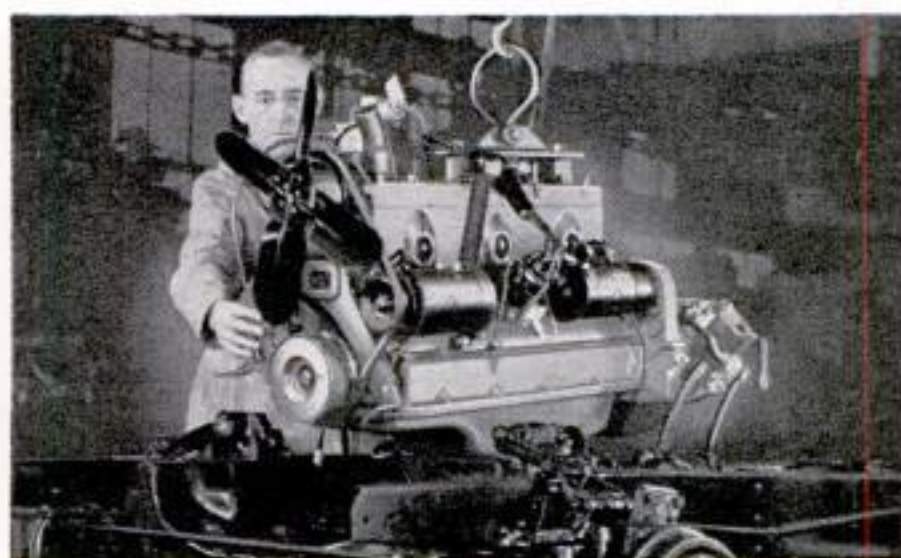
Packard

ASK THE MAN WHO OWNS ONE

SISTERS UNDER THE SKIN!



Heart of the Water Wasps—incorporating the latest in science and metallurgy, this 1350 horsepower Packard engine is the newest ultra-modern type of 60-degree V-12 liquid-cooled, super-charged design.



Heart of your Packard—one of the most dependable motors of all time. Despite its size, power, and fiery performance, its all-around thriftiness compares favorably with small “economy” cars, owners say.

ONCE IN A GIRL'S LIFETIME...



YOU CAN COUNT on the fingers of one hand the things the average woman chooses but once in her lifetime... a husband, a wedding gown, sterling silver for her table.

Each takes time to choose, yet the tru-



est decisions often come from the heart rather than the head.

Sometimes, hesitating about her silver, a woman says, "I've always dreamed of sterling, but still—"

And still—sterling is the most sensible lifetime choice she can make!

It need never be replaced, as lesser silver often must be. It grows more and more beautiful as years go by.

One of the most loved of bridal sterlings is International's solid silver, made by the world's foremost silver house. Each ageless pattern has been wrought by craftsmen whose predecessors made silver found in museums today.

And even this fine sterling is not expensive. A 6-piece individual place setting costs as low as \$16.75. A 36-piece dinner service for six, in most patterns, comes to \$100. Budget plans start as low as \$5. Why not see your jeweler today?

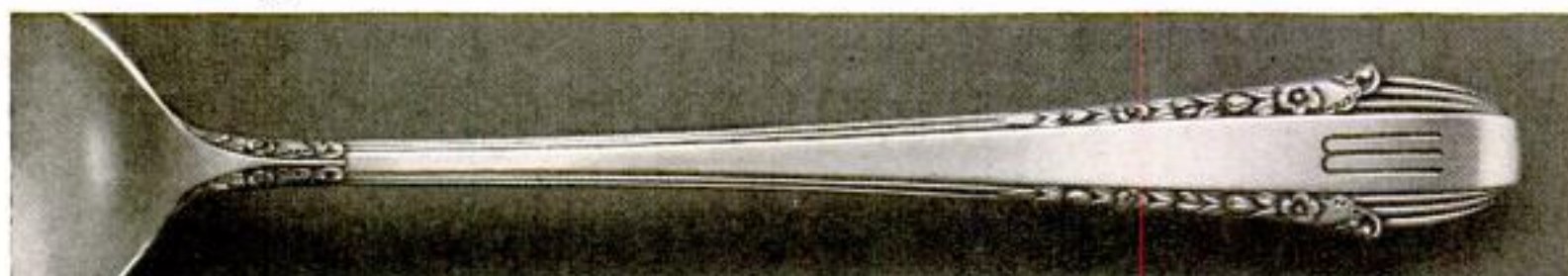
INTERNATIONAL STERLING

Master Craftsmen for Five Generations*

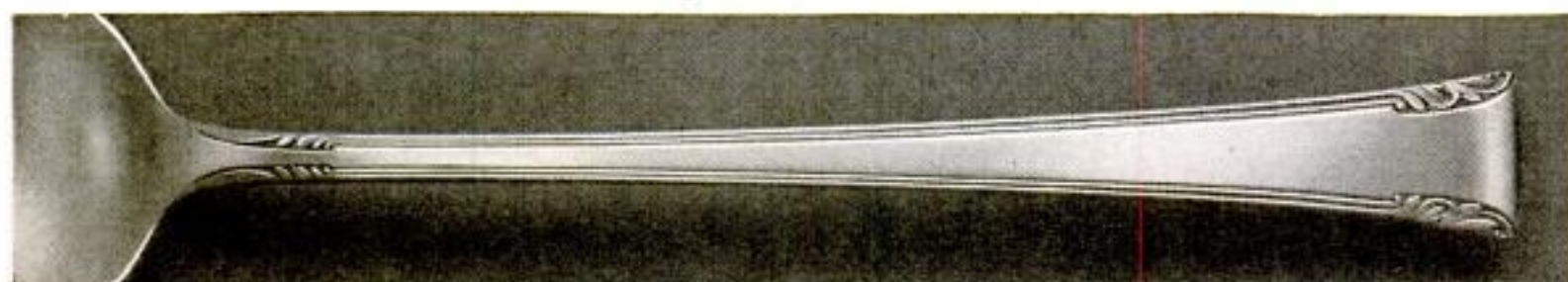
*Copyright, International Silver Company



Royal Danish—classic forms treated in the free, modern Danish manner.



Enchantress—a delicate pattern of floral design and flowing lines.



Serenity—International's newest pattern—tranquil and delicate.



Prelude—as lovely and inspiring as Wagner's wedding music.

TUNE IN EVERY SUNDAY—"SILVER THEATER," 6 P. M., E. S. T.—COAST-TO-COAST COLUMBIA NETWORK.

LIFE'S PICTURES



Andreas Feininger spent four days in Indianapolis taking the pictures of Allison engine production shown on pages 15-19, with company police and Government guards at his elbows all the time, signing passes as he went from one division of the streamlined factory to the other. What he remembers best about the assignment was the half-hour spent inside a test cell where a new Allison engine was being run in (see pictures, p. 15-16). The blast from the propeller shook him and his camera (Deerdorf 4 x 5) so much that it was almost impossible to take the time exposure (20 seconds at f. 11) necessary to show the exhaust flames spouting from the stacks. The noise was so great that he was deaf for two hours afterwards.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—KARGER-PIX
2—W. W. M-G-M—PETER STACKPOLE—M-G-M PHOTO BY CLARENCE BULL
3—ST. LOUIS POST-DISPATCH PHOTO *exc. editorial bot. lt. ST. LOUIS STAR-TIMES*
7—ST. LOUIS STAR-TIMES, ST. LOUIS POST-DISPATCH PHOTO—*cen. lt. PAPIN AERIAL SURVEYS—ST. LOUIS STAR-TIMES*
9—ST. LOUIS STAR-TIMES *exc. t. ACME*
10—Map by FRANK STOCKMAN & TOBIAS MOSS
12—RON PARTRIDGE from B. S.
15, 16, 17—ANDREAS FEININGER from B. S.
18—ANDREAS FEININGER from B. S.—ANDREAS FEININGER from B. S., drawings by ELMER SMITH courtesy FORTUNE—ANDREAS FEININGER from B. S., DMITRI KESSEL
19—ANDREAS FEININGER from B. S.
20—THOS. D. MCAVOY—W. W.—WM. VANDIVERT—H. & E., A. P.—W. W.
21—DEVER from B. S.
22—DAVID E. SCHERMAN
23—THOS. D. MCAVOY—THOS. D. MCAVOY (2), W. W.
24, 25—K. RAIMUND from B. S. *exc. t. cen. INT.*
26—Courtesy ARNOLD CONSTABLE, INT. from MILGRIM, WALT SANDERS from B. S.—W. W. from MILGRIM, INT. from ARNOLD CONSTABLE, WALT SANDERS from B. S.
27—WALT SANDERS from B. S.
28—GABRIEL BENZUR, ULRIC MEISEL—HERBERT GEHR, PAUL DORSEY
31, 32, 34—RAY FOSTER
39—OTTO HAGEL *exc. bot. lt. p. 1.*
40—OTTO HAGEL
41—OTTO HAGEL *exc. t. rt. DMITRI KESSEL*
42—U. S. ARMY AIR CORPS
47—INT.—W. EUGENE SMITH from B. S.—W. EUGENE SMITH from B. S.
50—GABRIEL BENZUR *exc. t. rt. PETER STACKPOLE*
51, 52—FERNAND BOURGES
55, 56, 58—KARGER-PIX
61 through 71—ELIOT ELISOFON
72, 73—GEORGE RODGER—ACME—GEORGE RODGER, HANS WILD, WM. VANDIVERT, GEORGE RODGER
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75—GEORGE RODGER—GEORGE RODGER—WM. VANDIVERT, GEORGE RODGER—GEORGE RODGER
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78, 80, 81, 82, 83—GEORGE RODGER
84, 85, 86, 87—GABRIEL BENZUR
88—Courtesy BENEVOLENT AND PROTECTIVE ORDER OF ELKS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; H. & E., HARRIS & EWING; INT., INTERNATIONAL; M-G-M, METRO-GOLD-WYN-MAYER; P. 1., PICTURES INC.; W. W., WIDE WORLD

New! VICKS INHALER

MAKES NOSE
FEEL CLEARER
IN SECONDS!



From the world famous laboratories that gave you Vicks VapoRub comes a new Inhaler that is no larger than your little finger and packed with effective medication.

If your nose gets uncomfortably stuffed up from a cold, from dust or bad air, just carry this new Vicks Inhaler in your pocket or purse. Take a few "whiffs" whenever needed. You'll like—and enjoy—the way it makes your nose feel clearer!

For greater breathing comfort make this new Vicks Inhaler your day-long companion. Use it as often as needed.

By Makers of Vicks VapoRub



MOJUD
the dependable
HOSIERY

Whether silk or nylon... every pair made with loving care... to bring you glamour, beauty, extra wear... Preferred by millions of women... Sold by over 6,000 stores, coast to coast. SILK 79c to \$1.25—NYLON \$1.35 and \$1.50

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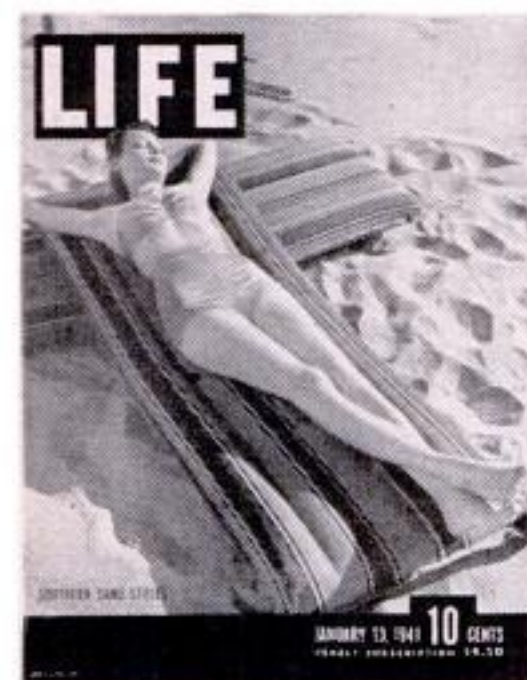
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LIFE'S COVER. Typical of the shapeliness that has brought fame and millions to Miami Beach is the form of Frances Webb Dyer which graces this week's cover. She is wearing the swim-suit part of the moonlight bathing outfit shown on page 56. Modeling is a recent addition to Frances' pursuits. Her major interest is the 4-H Club. In 1936, at the age of 16, she represented Florida at the Chicago 4-H Club Congress, won first honors in the dress revue. Last March she was married to C. Y. Dyer, a co-pilot in Pan-American's South American service.

HOW I RETIRED ON A LIFE INCOME OF \$150 A MONTH

To men of 40 who want to retire in 15 years

"FIFTEEN years ago I made a discovery that changed my life. I believe it will interest you.

"At that time, I was worried about myself and my future. I seemed to be living in a circle. I used to dream of being able to relax and enjoy life, without money worries. I longed for security.

"But dreams like that seemed hopeless. I wasn't rich. I probably never would be. Like millions of others, I would simply live and work and die—spend a lifetime making ends meet.

"But that was 15 years ago. Now I have retired on a life income. I have no business worries—my security is guaranteed. I can work or play, as I like. Each month the postman hands me a check for \$150 and I know that I will receive another \$150 every month as long as I live.

Here's What Happened

"My friends are envious. They want to know how it was possible. How, without being rich, I ever managed to retire on a life income. The answer is simple: When I was 40, I discovered the Phoenix Mutual Retirement Income Plan.

"The minute I read about this Plan I realized it was just what I needed. It showed me how to get an income for life beginning in 15 years. It showed me how to get immediate protection for my family in case I did not live until then. It even included a disability income for me if, before age 55, total disability stopped my earning power for six months or more.

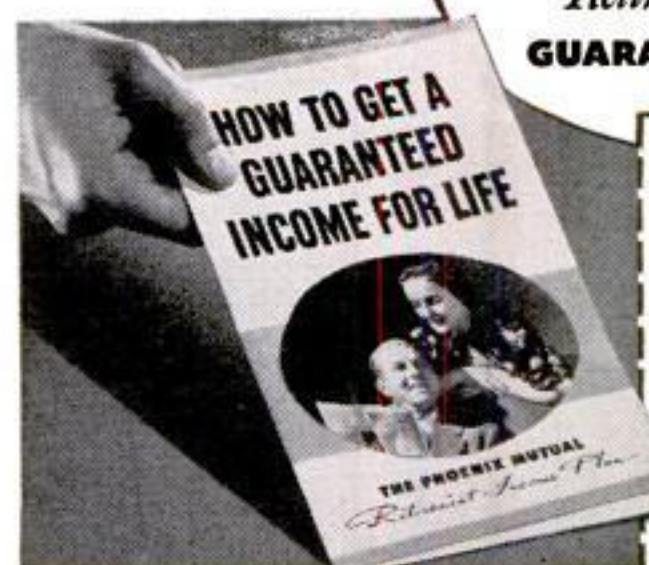
"Best of all, the cost of this Plan was within reason. In fact, the Plan called for far less money than ordinary investment methods would require to get the same income.

"Today, at the comparatively early age of 55, I have the things I want—life-long security and freedom to do as I please. I can laugh at the worries that used to haunt me. With an income of \$150 guaranteed me for life, I can be sure of comfort and happiness in the years ahead."

This story is typical. Wouldn't you like to make sure of your own future?



PHOENIX MUTUAL Retirement Income Plan GUARANTEES YOUR FUTURE



Phoenix Mutual Life Insurance Company
456 Elm St., Hartford, Conn.

Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

Copr. 1940, by Phoenix Mutual Life Insurance Company

Wouldn't you like to find out, for yourself, how the Phoenix Mutual Plan works? You can get the facts, without obligation, by sending for the booklet offered below.

Send for Free Booklet

Send the coupon and you will receive, by mail and without charge, a booklet which tells about the Phoenix Mutual Plan and how to qualify for it. This booklet explains how to get a life income of \$10 to \$200 a month or more, starting at age 55, 60, 65 or 70. It shows how the Plan can protect you against emergencies, and how you can fit the Plan to your own needs. Don't put it off. Send the coupon for your copy now.

READY TO SERVE!



Detroit, Mich.: Noontime in downtown Detroit finds a host of office workers and department store employees heading for the Salad Bowl at 125 E. Grand River, where over 400 people are served daily. And waitresses satisfy mid-

day hungers with piping-hot bowls of luscious, old-fashioned Heinz Home-style Soup—Chicken Noodle, Bean Soup and other old favorites—heated by the convenient, time-saving Heinz Electric Soup Kitchen!



San Francisco, Calif.: From this station, famous trains such as the Sunset Limited and Owl Lark streak out of the West, carrying business men and world travelers. These passengers appreciate the quick service of Heinz Home-style Soups at this waiting-room counter! Heinz Electric Bean Pots and Chili Servers are also in use.



Pittsburgh, Pa.: So popular are lusty Heinz Bean Soup, mellow Cream of Mushroom and other Heinz Home-style Soups that two Heinz Electric Soup Kitchens are in service at the Pittsburgh Airport. Airline employees, pilots, hostesses and passengers share a common weakness for these home-tasting soups Heinz cooks the patient, small-batch way and seasons to perfection.



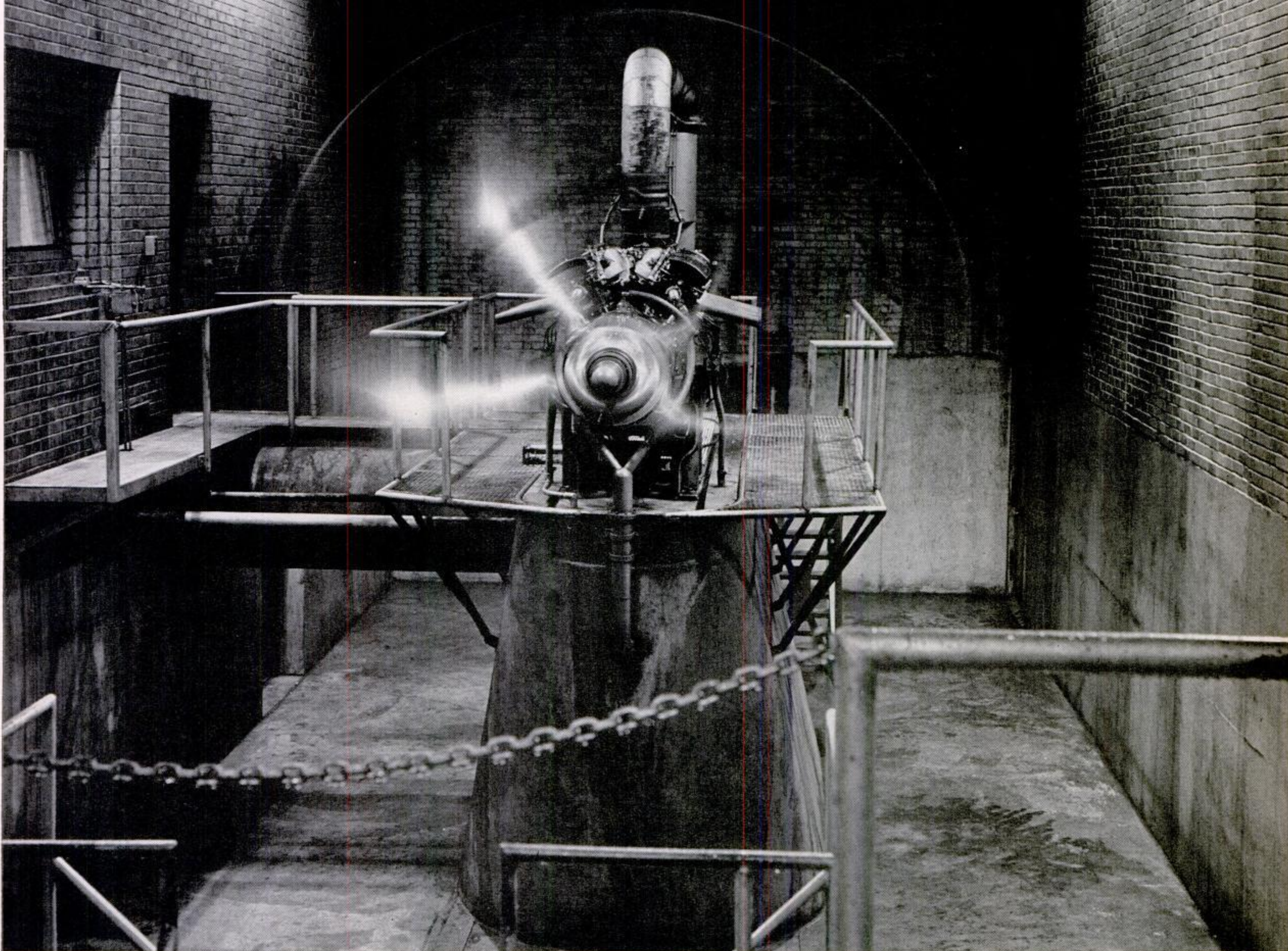
Roxborough, Phila, Pa.: In this town which has just finished celebrating its 250th anniversary and is rich in Revolutionary War tradition, Harry W. Knoelke has been running a coffee shop for five years now. Neighborhood patrons and tourists appreciate his large selection and prompt service of robust soups fully prepared by Heinz.



"MINUTE men of America" are those enterprising owners of restaurants, soda fountains and lunch counters who serve millions of patrons daily with Heinz Home-style Soups. They've discovered that folks in a hurry vote for piping-hot bowls of nourishing Heinz Soup as the right luncheon on cold days. And, thanks to the Heinz Electric Soup Kitchen—which heats soup in an electric cup in two minutes flat—customers enjoy their favorite dish without delay. Choose a delicious Heinz Soup tomorrow at your nearest counter or fountain. And order a variety for your own pantry. They taste just like the finest homemade kind—and actually cost less!



New York, N. Y.: Right in the heart of hustling, bustling New York, where office workers eat on the run, is Miller's Pharmacy—an eight-stool store which is in step with the tempo of the town. For Heinz Home-style Soups are heated here in two minutes by a Heinz Electric Soup Kitchen. Big-city folk go for these nourishing soups that taste like the real country-kitchen kind.



A BRAND-NEW ALLISON AIRPLANE ENGINE, SITTING IN THE CENTER OF A BIG BRICK-WALLED TEST CELL, ROARS ITS WAY THROUGH ITS "GREEN RUN," ITS FIRST TRYOUT

ALLISON ENGINE

FIRST PHOTOGRAPHS SHOW PLANE MOTOR ON WHICH ARMY PUTS ITS BIGGEST BET

As the new Congress and the people waited for President Roosevelt to tell them how they were to become the "arsenal of democracy," the U. S. Army let go one heavy hint. On Jan. 3, news came that the Army would ask for \$3,000,000,000 more for defense, would spend a huge amount of this for airplanes, would enlist automobile makers to build planes. Same day the Army quietly assigned \$36,000,000 to Studebaker and \$24,000,000 to Buick to build airplane-engine plants.

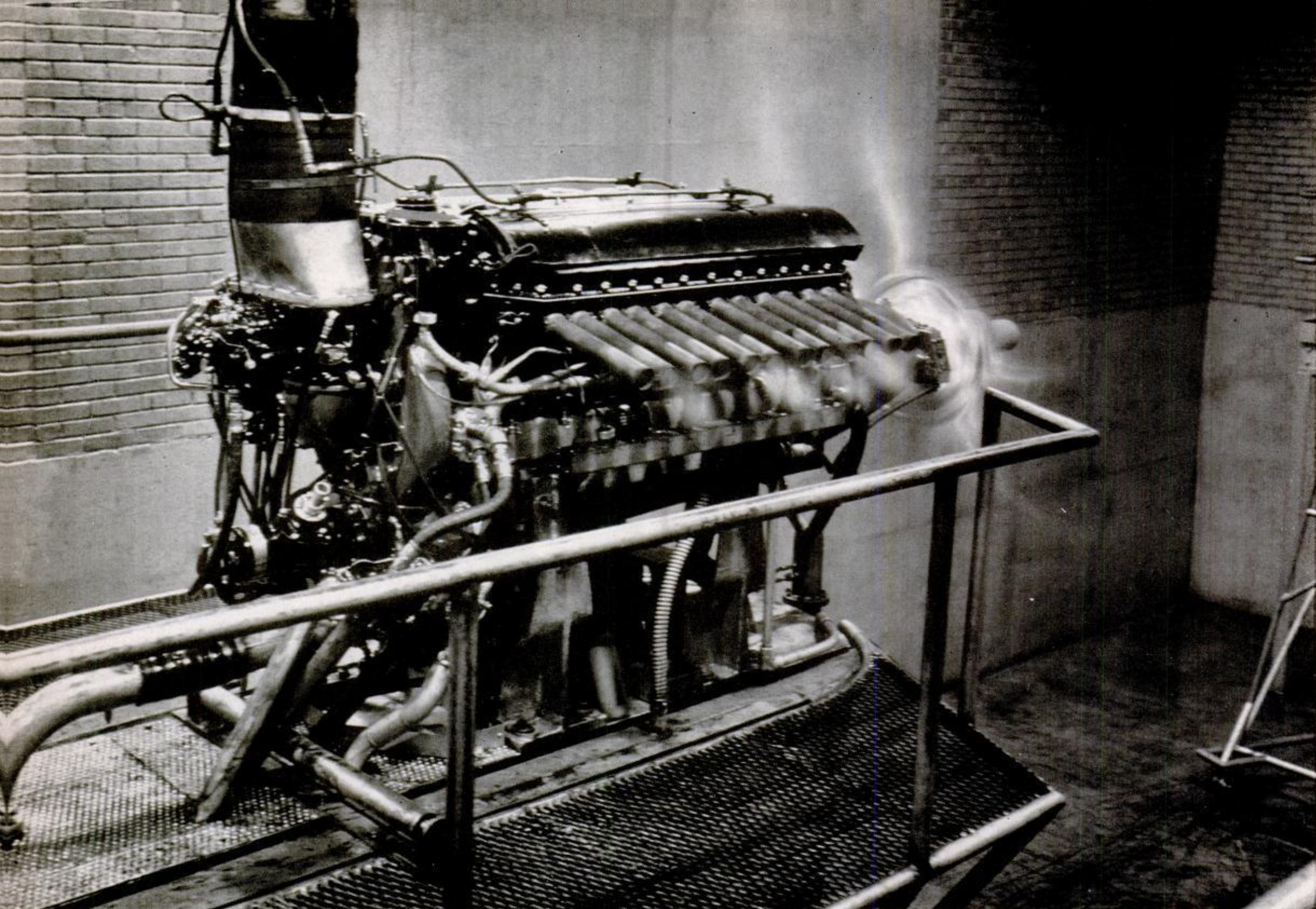
Meanwhile the only automobile company actually producing airplane engines was pushing production faster and faster. In its great new windowless plant in Indianapolis, General Motors Corp. was turning

out airplane engines at the rate of ten a day, was moving steadily up toward its promised output of 35 a day by next autumn.

For the first time, General Motors opened its Allison plant to a photographer, permitted LIFE to give the U. S. its first look inside the factory which has taken on the job of supplying horsepower for most of the U. S. Army's fast new fighter planes. Up to a few weeks ago, the Army, plus the British, had ordered \$165,000,000 worth of Allisons. Then, as engineers were still working to get the last "bugs" out of this engine, the Army gave it a vote of confidence by collaborating with the British in an order for \$69,000,-

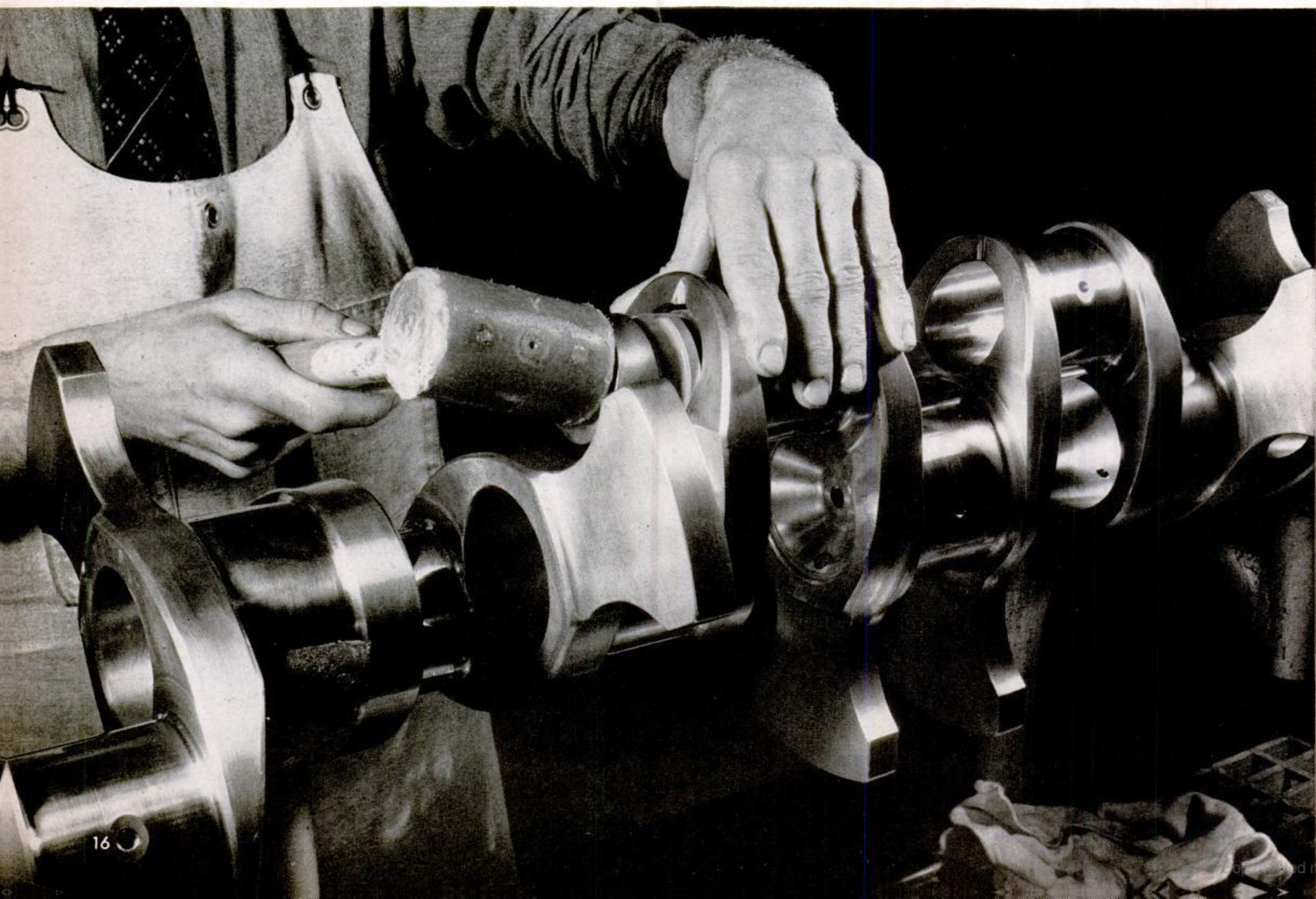
000 more Allisons, bringing total orders up to almost a quarter of a billion dollars—more than is being bet on any other single engine.

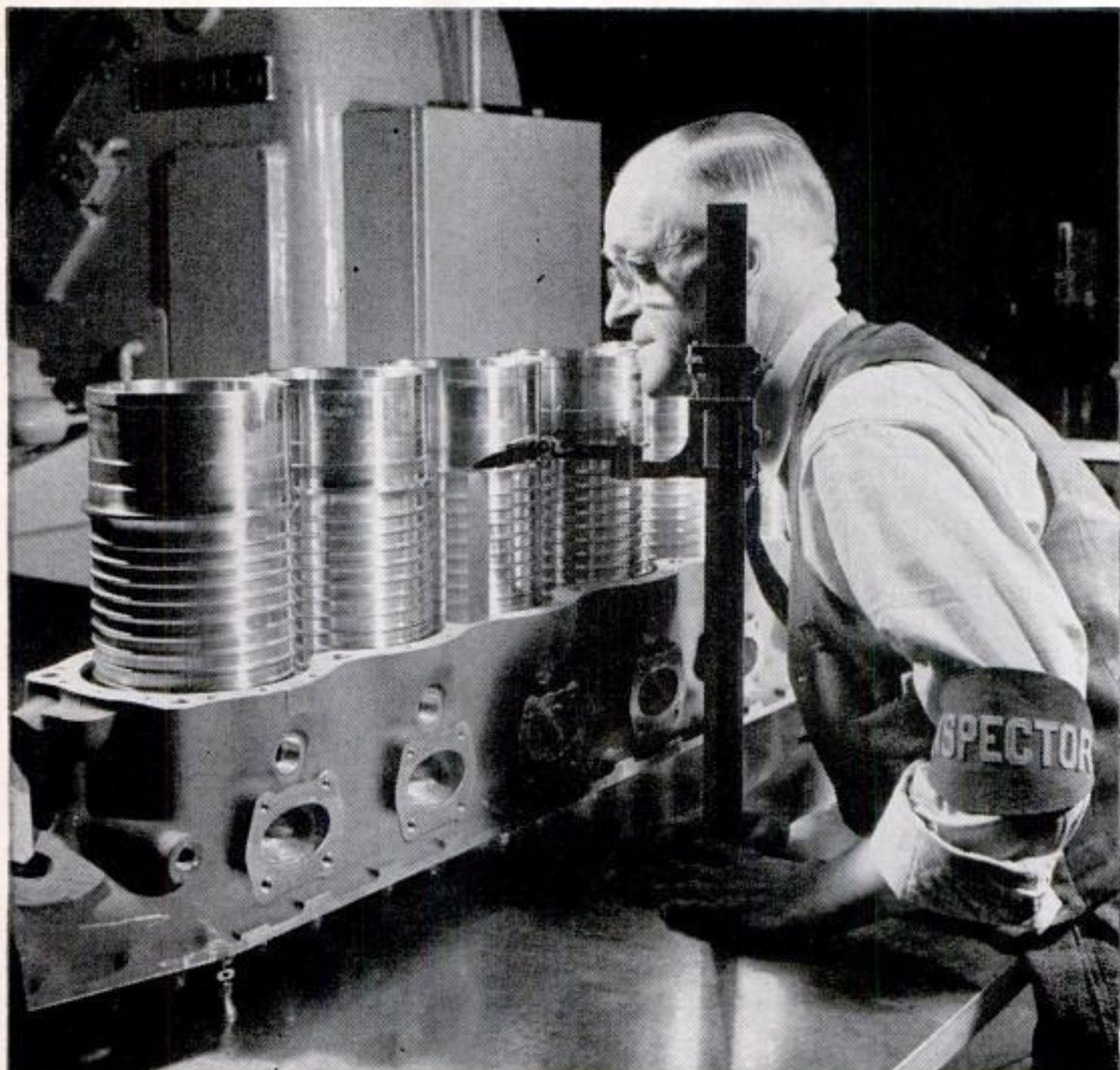
Except for Allison, all high-powered airplane engines in U. S. are the familiar blunt-faced air-cooled type. Allison is a liquid-cooled, 1,090 h.p. engine. It is named for the late Jim Allison who owned part of the Indianapolis Speedway and set up a plant to build racing engines. In 1929, General Motors bought his company and began research work on a liquid-cooled engine. In 1939, the Army placed its first production order for Allisons. So far, Allison has delivered about 1,000 of them at about \$20,000 each.



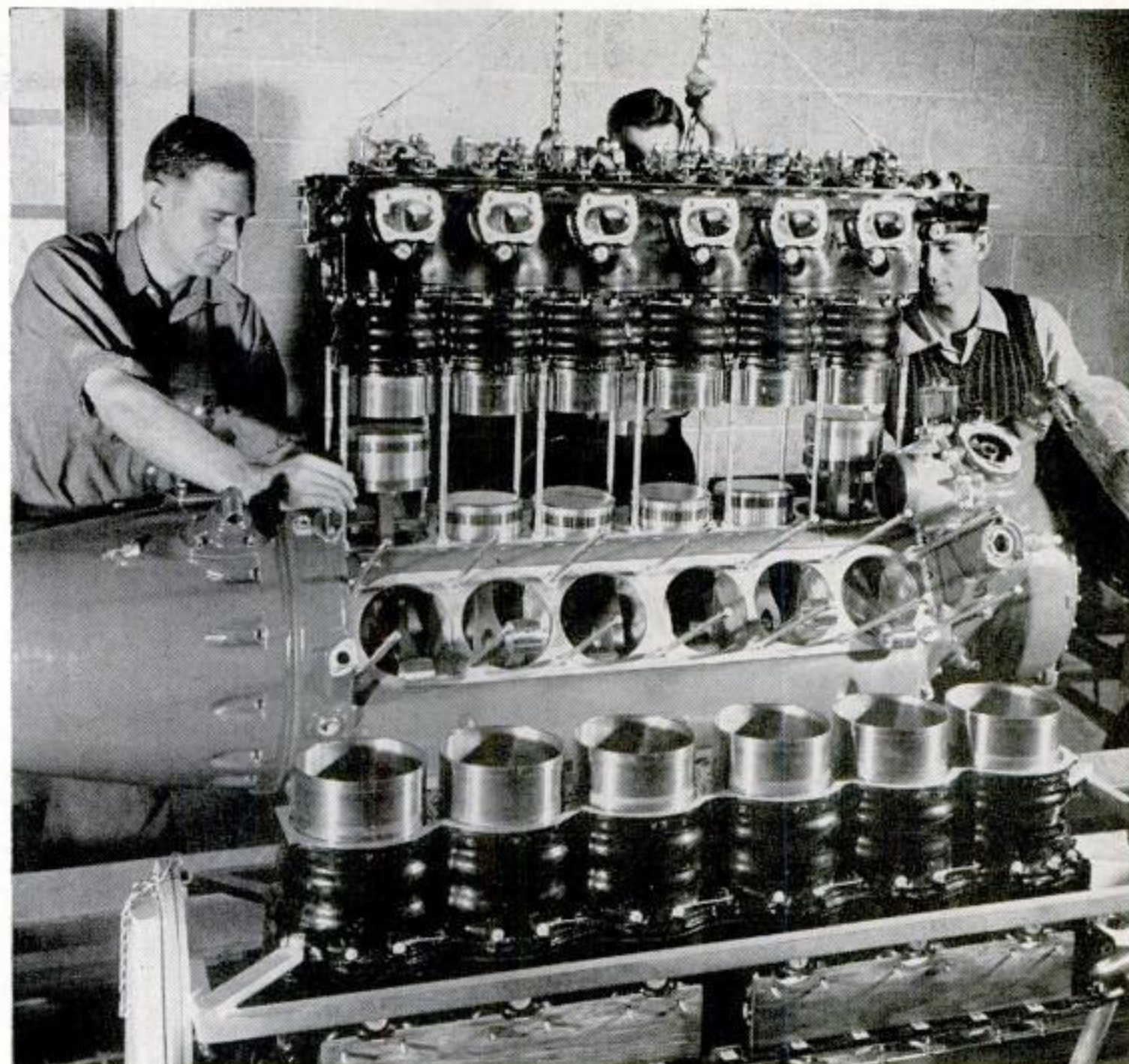
An Allison engine at work presents a picture of grim combustion as the flames from the 250°F. cylinders, firing in regular and prescribed order, spout from the long exhaust stacks. Like the engine on previous page, this is being tried on the test stand.

To make the engine light, heavy metal is cut away wherever possible, replaced with lighter material. Here holes have been cut in the steel crankshaft, plugged with aluminum. Finished engine weighs about 1,325 lb. or 1.2 lb. per horsepower.

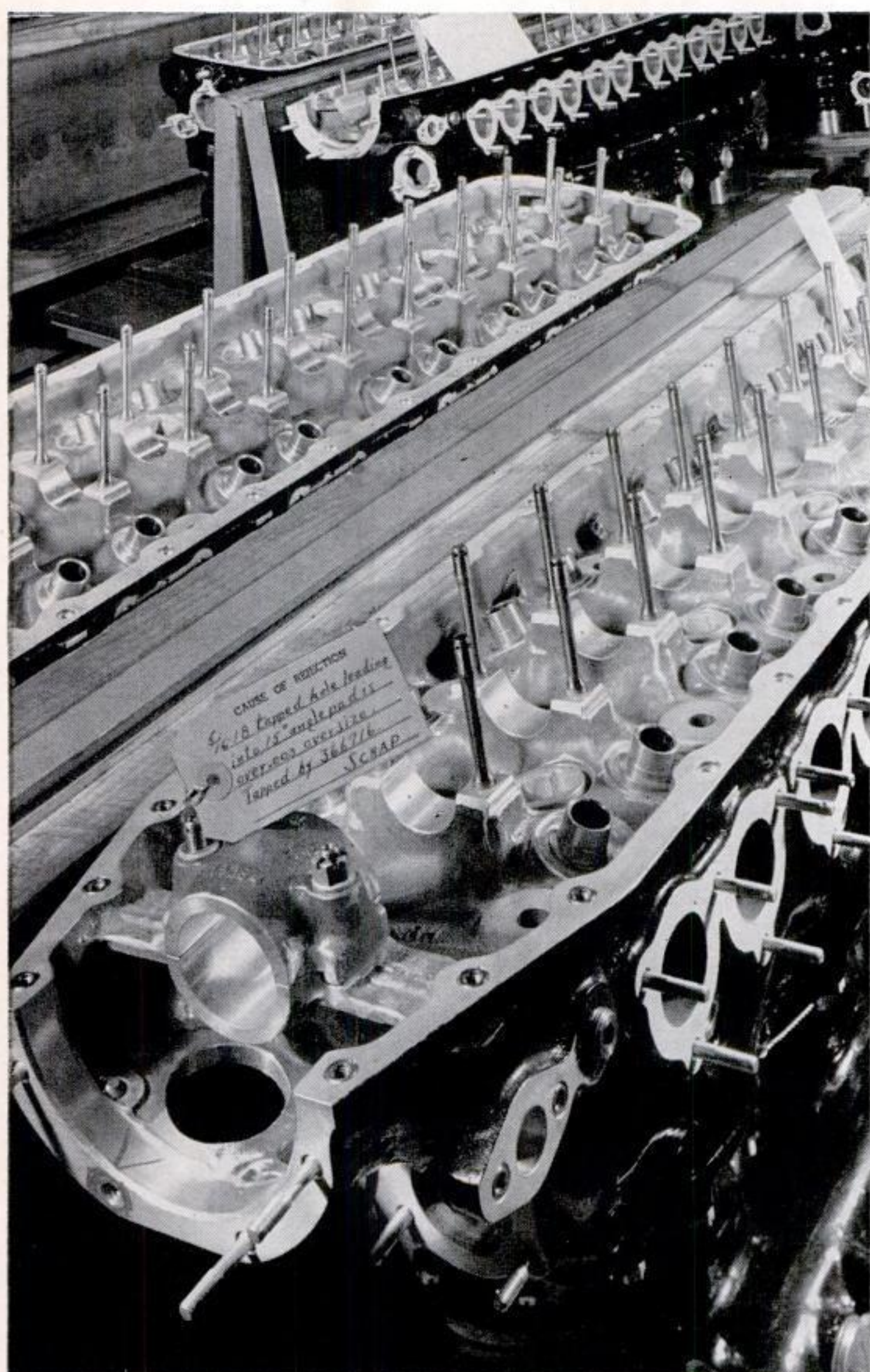




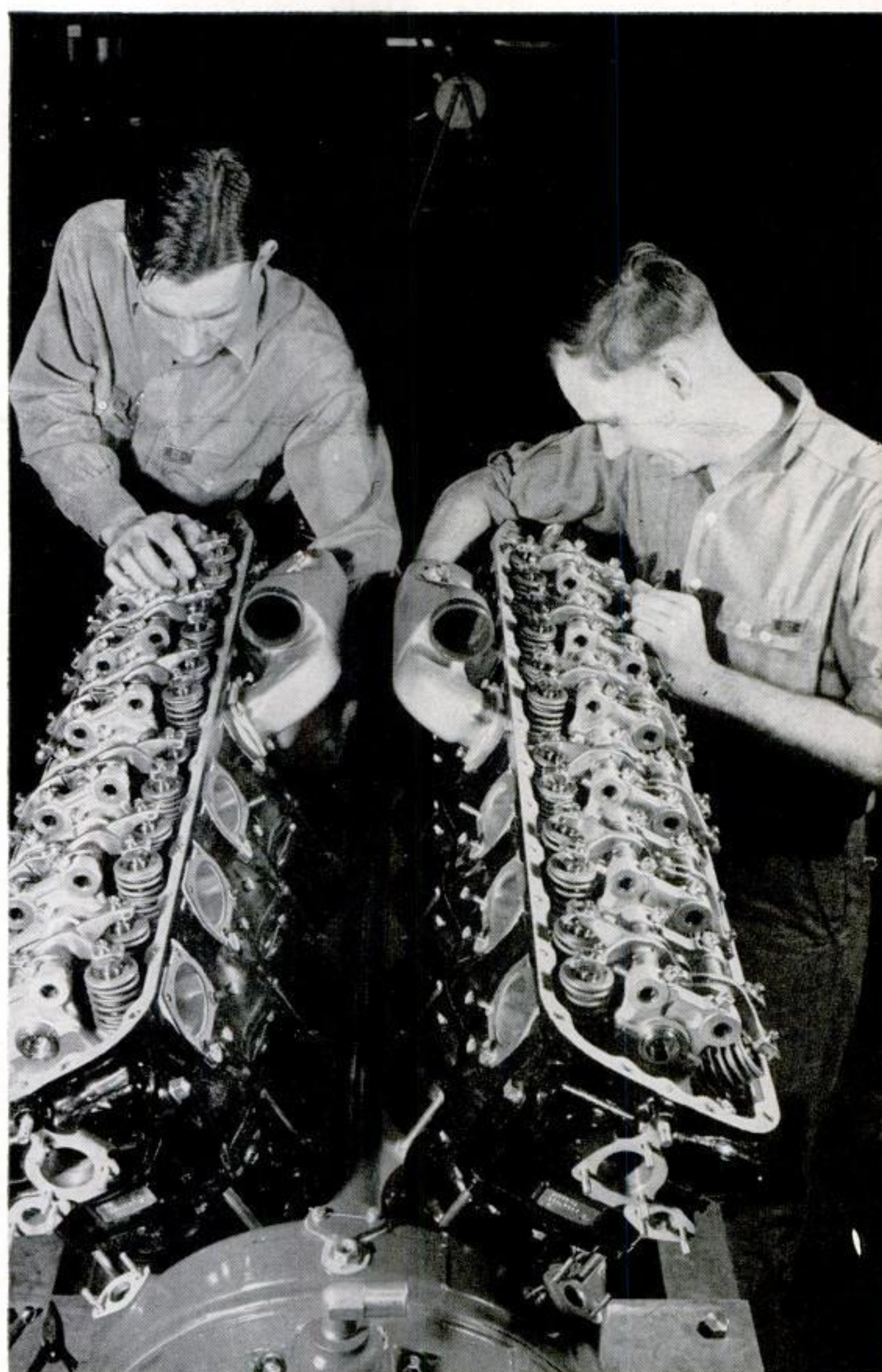
70,000 inspections are made on each Allison before the engine is finally finished. Inspectors are all over the plant, checking the 7,000 engine parts, making sure that the fine tolerances called for are scrupulously observed. Here cylinder-barrel alignment is being checked.



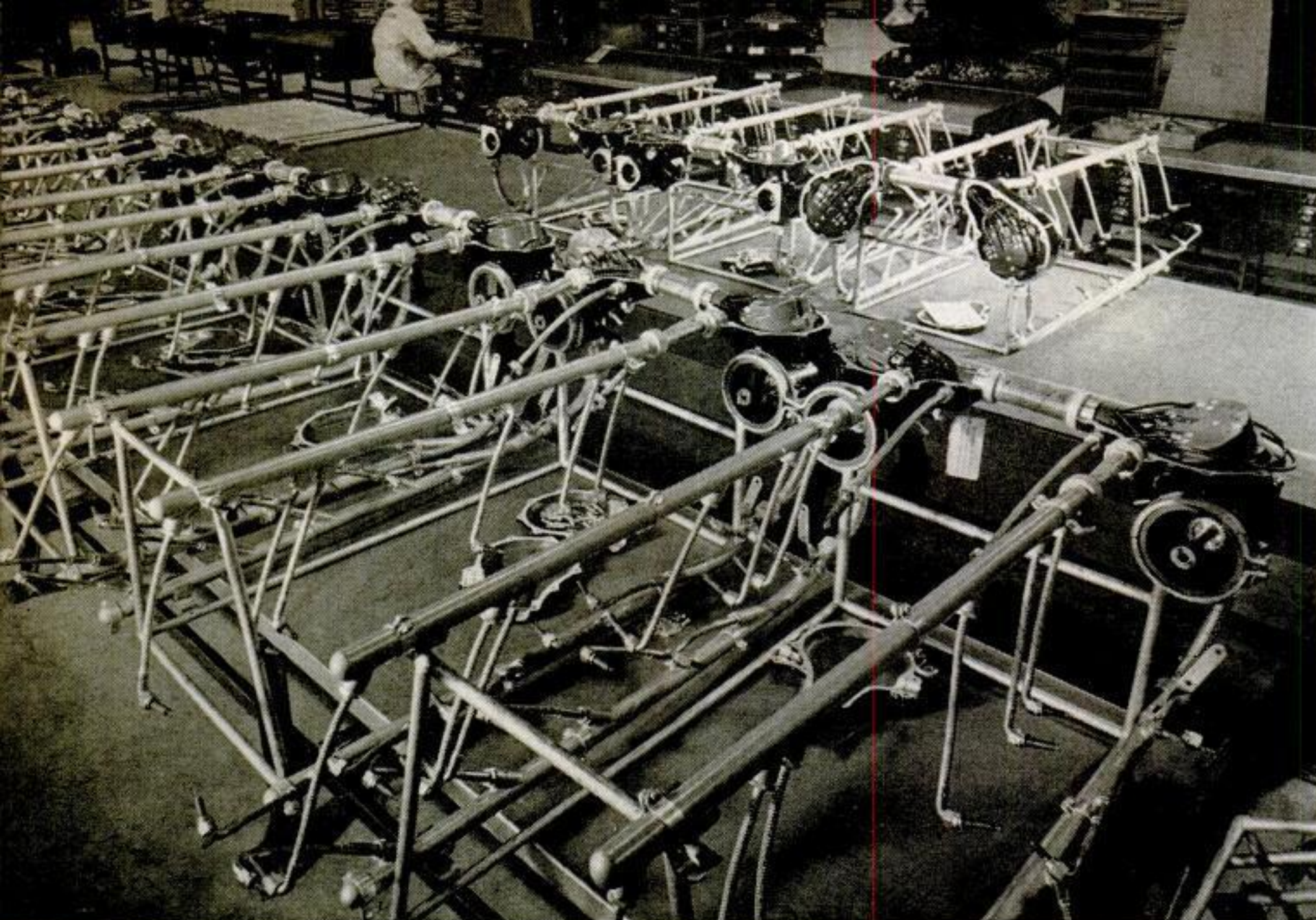
One bank of cylinders is lowered onto the crankcase. There is no continual assembly line at Allison. For assembly, the engine is wheeled along from place to place on dollies. Because airplane engine is precision machine, pace at Allison is much slower than in automobile plants.



Rejections are made for most minute reasons. Tag explains that this semi-finished crankcase must be scrapped because hole at lower left was more than .003 in. oversize. Allison ruthlessly assigned part to scrap heap, salvaged what it could. Rejection rate at Allison is 10%.

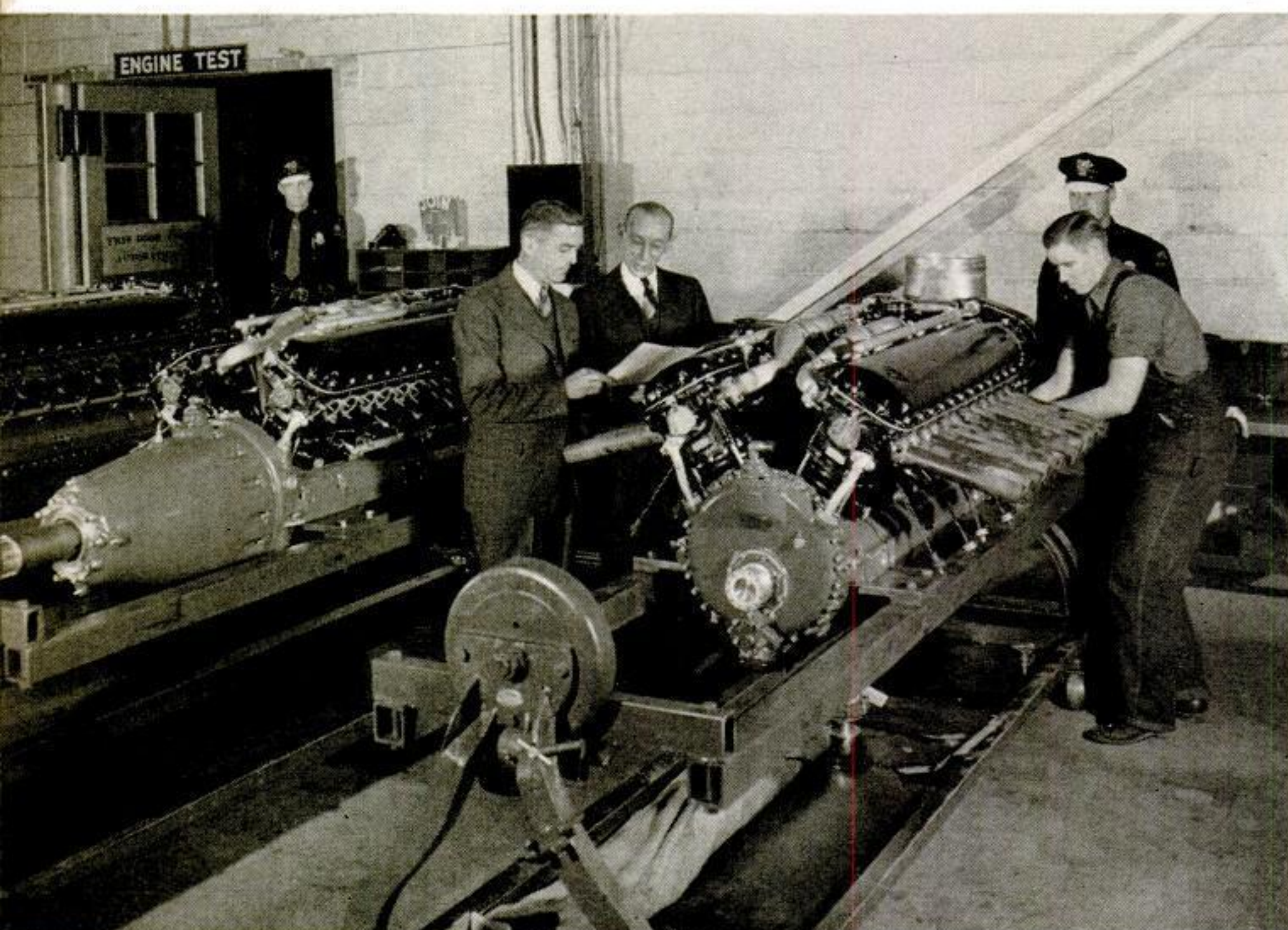


The "in-line" engine, as this picture clearly shows, lines up its cylinders in banks, hence "in-line." Almost all air-cooled engines are radial, i.e., cylinders radiate like the spokes of a wheel. Allison has two parallel banks of six cylinders each. Here intake manifolds are fitted.



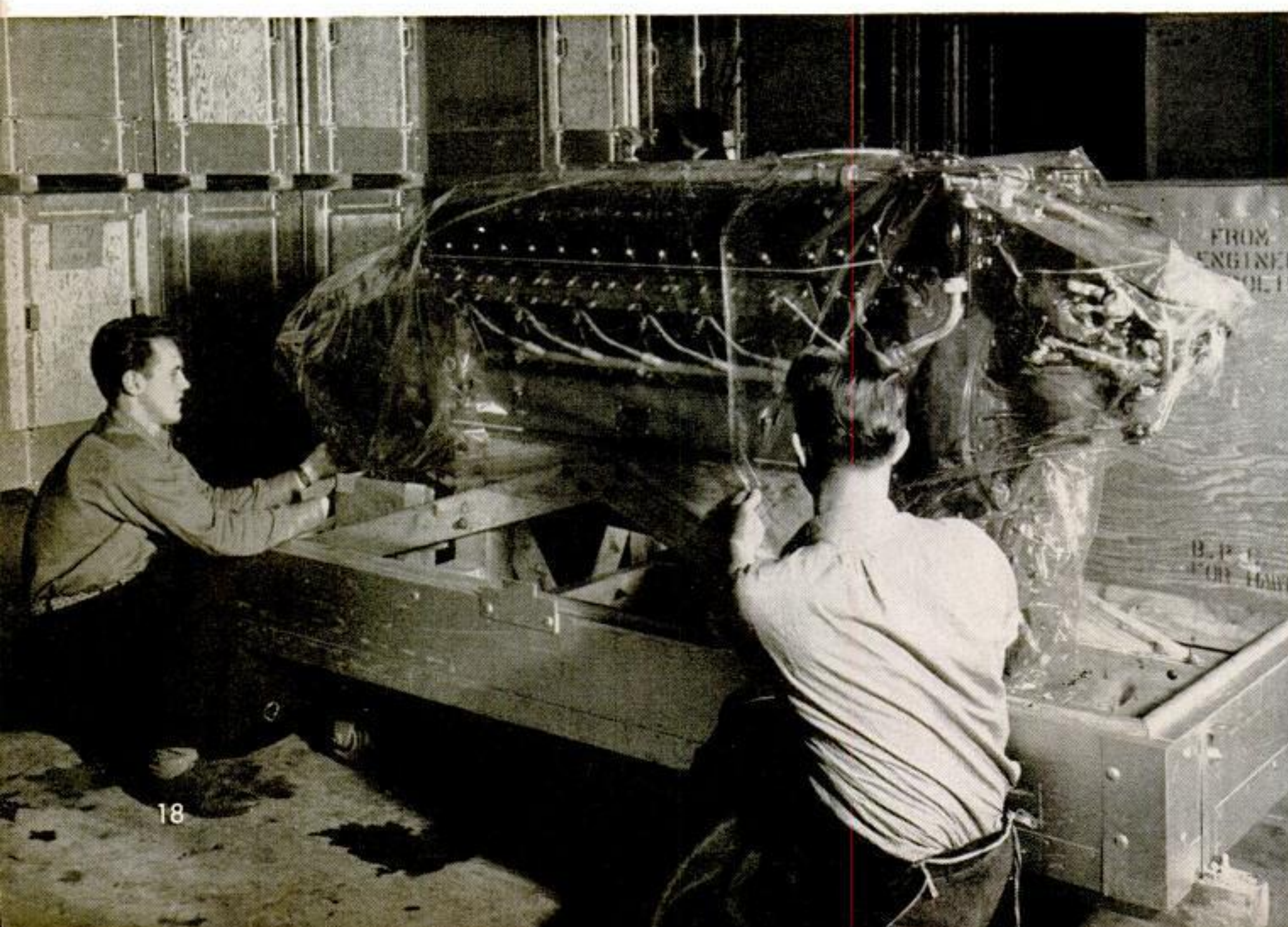
The ignition system is set up in harnesses, then installed on assembled engines. At Allison there is a multitude of sub-assemblies before the parts are brought together for the final job. The plant handles very little raw material, most of the material coming in semi-finished state. Finishing the engine requires great care and precision.

er for the final job. The plant handles very little raw material, most of the material coming in semi-finished state. Finishing the engine requires great care and precision.



The assembled Allison line up for their test runs. In center above are Ronald Hazen, chief engineer, and Frederick Kroeger, G. M. vice president, in charge of

Allison division. Police are all over the plant. Below: the finally accepted Allison is wrapped in moisture-proof paper for shipping. This engine is for England.

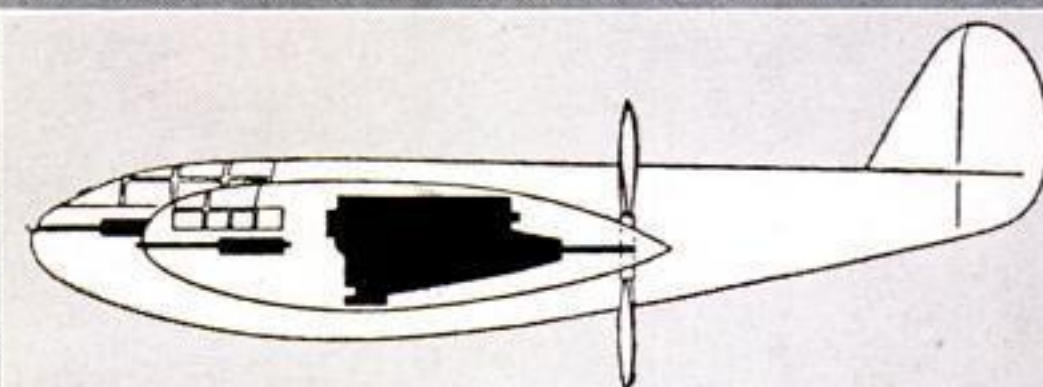


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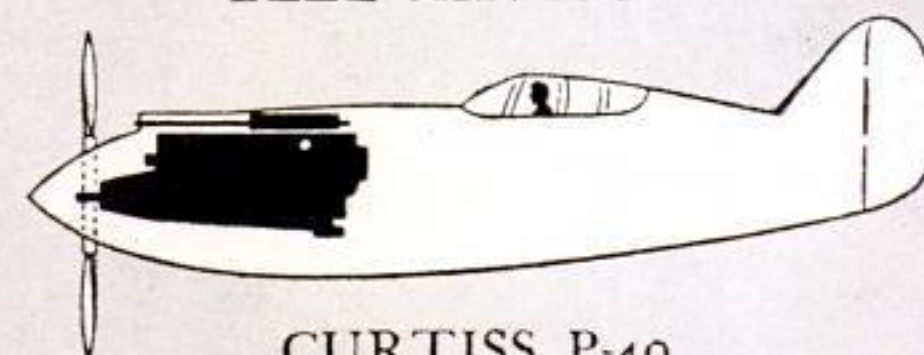
ALLISON ENGINES ARE CENTER OF BITTER AERODYNAMICAL DISPUTE

As these pictures have indicated, making the carefully machined Allisons is no matter of shooting them down assembly lines like auto motors. The picture on the opposite page shows what goes into an Allison. Here is an engine after its "tear down." Having been completely built and assembled, the engine is given a "green run" of seven hours on the test stand. Then it is torn down, each part inspected. If everything is all right, the engine is re-assembled, run for three hours and then shipped out. If anything is wrong, the engine has to go once again through a long run, tear down and inspection.

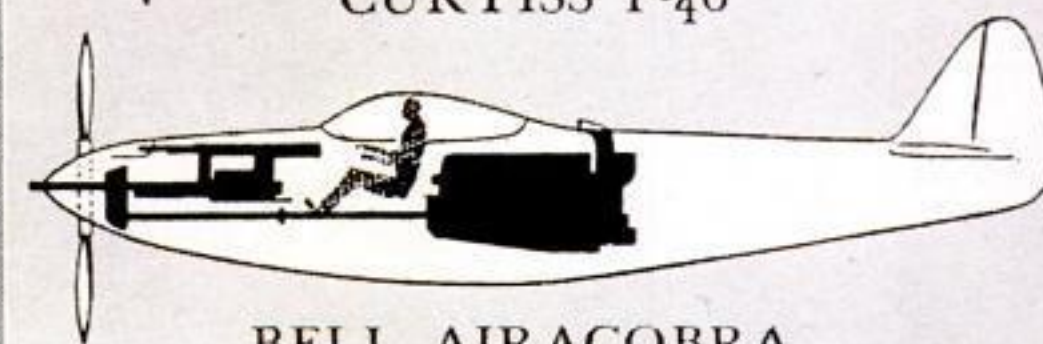
Getting the Allison into production was a slow job. And only recently did the Army open the engine up to its full horsepower. Because of slow output, technical "bugs," and objections to any liquid-cooled engine, the Allison has been the center of a sharp controversy. Liquid-cooled adherents claim that their engine, with smaller frontal surface than air-cooled types, permits better streamlining and, moreover, can run longer at top speed. Air-cooled makers deny both premises, point out that they are now making engines that have twice the Allison's horsepower. While the Army uses liquid-cooled engines in its fighting planes, the Navy has stuck by air-cooled. The Army, however, is also buying 2,000-h.p. air-cooled jobs which may fly planes of tomorrow over the 400-m.p.h. mark, where some European planes are already flying. Right now, the Allison serves in the Army's 360-m.p.h. P-40, its 370-m.p.h. P-39, its 390-m.p.h. P-38.



BELL AIRACUDA

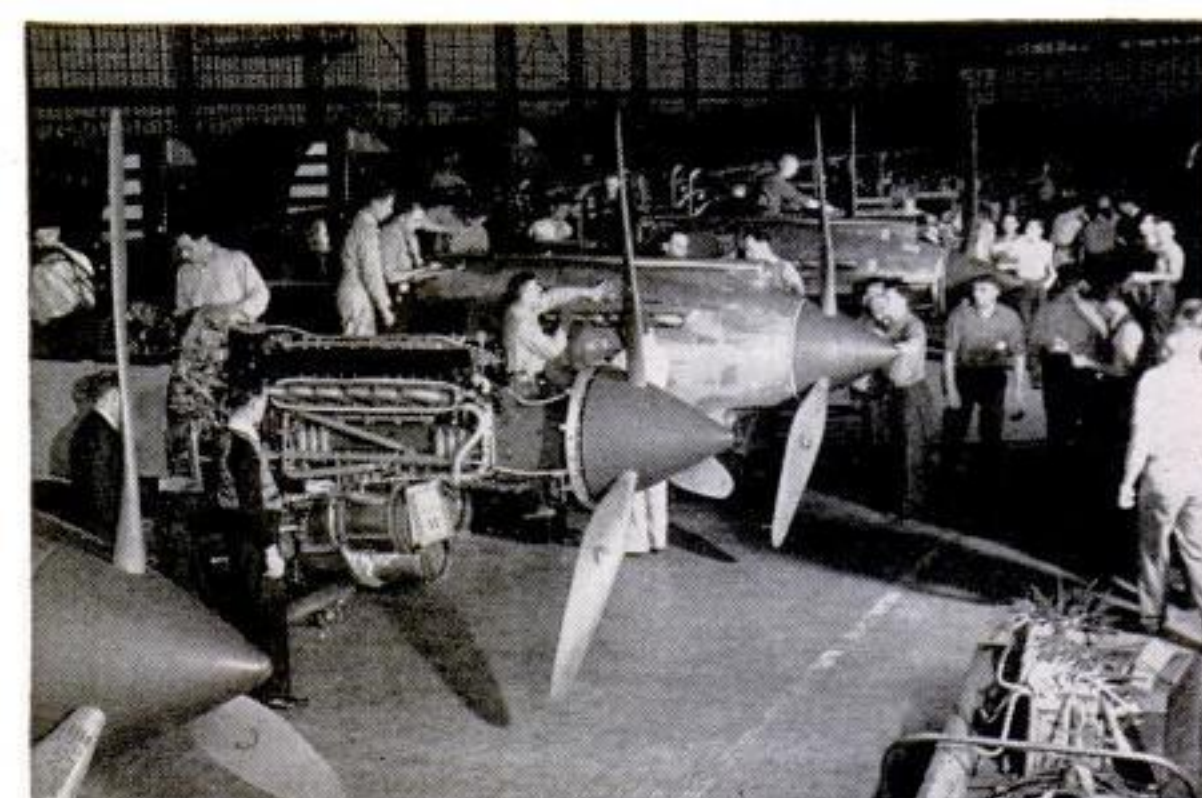


CURTIS P-40

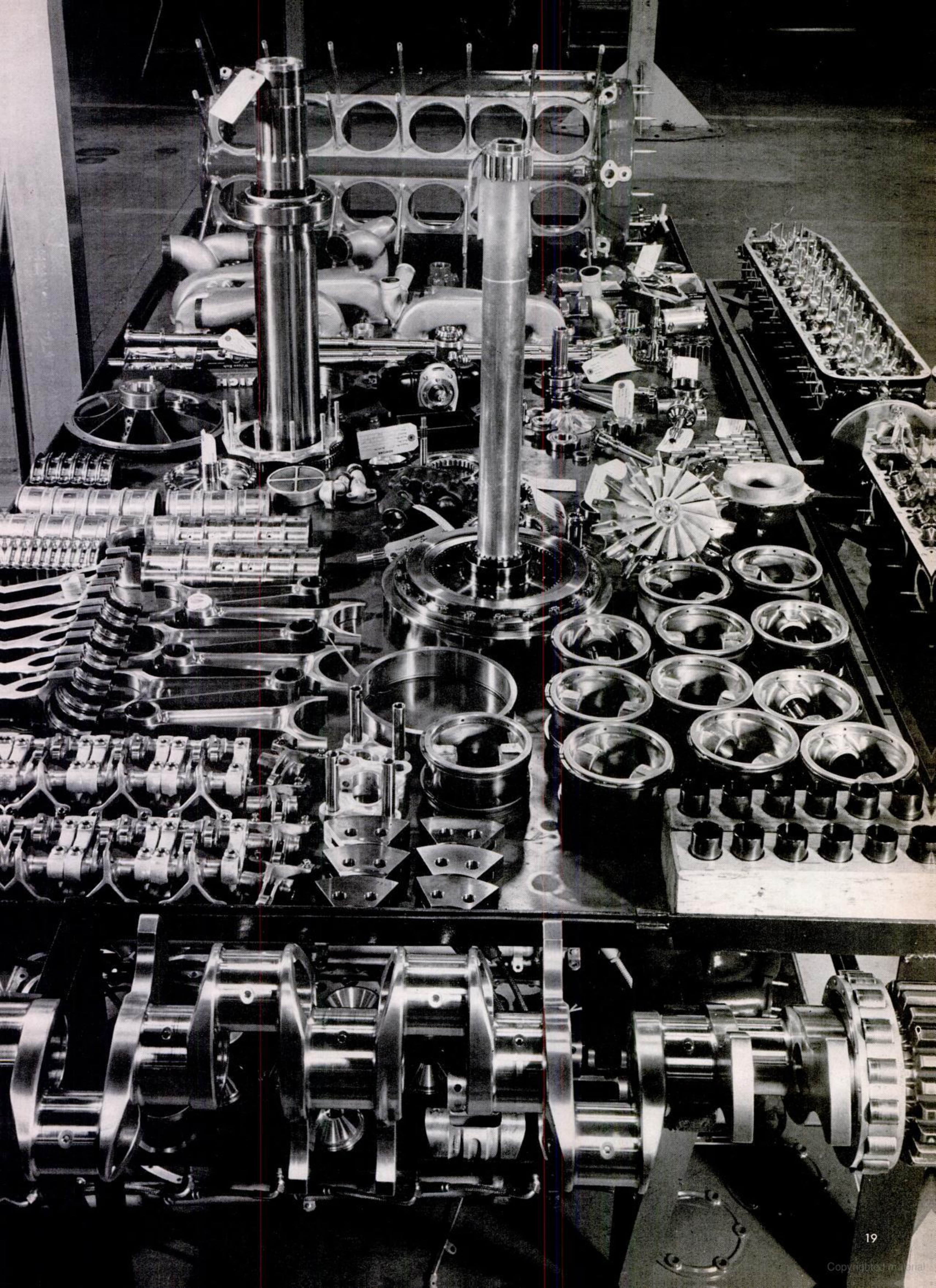


BELL AIRACOBRA

Placing Allison in plane is done variously: in back of wings for Airacuda, in front (P-40) or back of the pilot (Airacobra).



At the airplane factory, the Allisons are fitted into place. This is Curtiss plant whose Allison-powered P-40's go to the U. S. and Great Britain.



LIFE ON THE NEWSFRONTS OF THE WORLD

Roosevelt rallies U.S. to become an arsenal; Isolationists have fling; bombs fall on Dublin

The Germans and Italians scrutinized President Roosevelt's speech last week and, although they attacked it vigorously, found no new menace in it. Word for word, there was indeed very little that Mr.



ROOSEVELT

ing the same day the Gallup Poll published the fact that for the first time a clear majority (60%) of Americans wanted to help Britain, even if it meant risking war. The speech was delivered with all the skill of the world's most persuasive radio voice seeking to convince a nation.

"Never before," said the President, "since Jamestown and Plymouth Rock has our American civilization been in such danger as now. . . . If Great Britain goes down . . . all of us in all the Americas would be living at the point of a gun. . . . We would have to convert ourselves permanently into a militaristic power." Conciliation of Germany he dismissed quickly: "No nation can appease the Nazis. No man can tame a tiger into a kitten by stroking it."

Then the President faced the crucial issue: Does all help to Britain mean war? "If we are to be completely honest with ourselves, we must admit that there is risk in any course we may take. But I deeply believe that the great majority of our people agree that the course that I advocate involves the least risk now and the greatest hope for world peace in the future."



HOPKINS

The President's course: to make America "the arsenal of democracy."

The response to Mr. Roosevelt's speech, both at home and abroad, was thunderous with approval. It was a general policy speech and specific plans waited on the President's message to Congress. But even last week it broke the defense log-jam, pushed the nation far along the road to war—a war of industry and arms, if not of blood.

To make good war shipping losses, the President announced a plan to build 200 merchant ships fast at a cost of \$300,000,000 up. They will be built strictly for utility, by the foot and the yard, and their appearance, the seagoing President said ruefully, will be hateful to ship fanciers.

To say hello to his friends in Britain, the President sent his closest friend and adviser, Harry Hopkins, to London. Hopkins, still frail from his extended illness, will be strictly the President's personal contact man, not the American ambassador.

In Washington the week's No. 1 defense problem was how to use the vast facilities of the automobile industry to help out the overpressed aircraft industry. The Reuther Plan for using the auto plants to turn out "500 planes a day" was dismissed as impractical by production experts, who lumped it with Henry Ford's rash boast of last June about making 1,000 planes a day. But because of the Reuther Plan's CIO backing, the Defense Commission treat-

ed it with gingerly respect, left open the chance that it might work in part if not in whole.

Too Much Yelling. While President Roosevelt rallied the nation for the great crusade to save Britain, the contrary crusade to keep America out of war fell into the hands of a strange pair of leaders. One was the explosive Iowa editor, Verne Marshall, chairman of the No Foreign War Committee. The other was an international mystery man of many deals and great wealth, William Rhodes Davis, a sponsor of the Committee. Mr. Davis kept out of sight all



MARSHALL

week but Mr. Marshall did enough talking for both. Davis, he said, had seen the German leaders in the autumn of 1939 and brought back "peace agenda" which he delivered to the Administration. In Washington, State Department officials said that they had received the Davis terms but had not considered them "feasible." Meanwhile, Mr. Marshall went to a luncheon with a group of Isolationist Senators where, according to his own story, there was "a helluva lot of yelling." Asked if the Senators were going to co-operate with his committee, he said: "They sure as hell weren't co-operating when I left."

Marshall and Davis were clearly doing the cause of peace no good. Marshall's wild activity and Davis' record of dark deals made them perfect targets for the Interventionist press. By week's end they had both been so smeared that General Wood, Colonel Lindbergh, Senator Wheeler and the other responsible leaders of Isolation were backing away from them as fast as possible.



DAVIS

Heading Off Inflation. During the depression Marriner Eccles, chairman of the Federal Reserve Board, was regarded by some conservative bankers as a wild radical. He stood for strong Federal control of banking and the theory that the country could spend its way out of depression. Yet last week Mr. Eccles, on behalf of the Federal Reserve System, submitted to Congress a special report which was a model of fiscal cau-



ECCLES

tion. Some of his recommendations: 1) extend and increase the reserve requirements for deposit banks to absorb the excess monetary reserves in the banking system, head off credit inflation; 2) repeal the President's power to devalue the dollar; 3) insulate foreign gold imports from the credit system; 4) put the armament program eventually on a pay-as-you-go basis. Mr. Eccles had not changed his ideas. When the industrial machine was stalled he was for heavy spending to get it going. Now that it is going full steam he is for brakes to keep prices from running away.

No News. The thorough New York Times filled about six pages every day last week with the news of Europe but the stories were few and inconclusive: NAZI TROOPS ON BULGAR AND YUGOSLAV BORDERS; NAZIS SET FIRE TO LONDON; NAZI RAIDERS IN PACIFIC AND ATLANTIC; R.A.F. BOMBS NAPLES, TARANTO, VALONA, TRIPOLI, BREMEN; BRITISH ASSAULT BARDIA; GREEKS DRIVE ITALIANS; BULGARIA PINS HOPE FOR LIFE ON RUSSIA; RUSSIA UNEASY; FRENCH ATTITUDE CONFUSED. The situation was much the same as just before the German assault on Western Europe in May, when neutral strategists could only draw maps showing half a dozen possible moves by Germany. Germany was last week fostering every rumor that she was about to attack through Bulgaria, through Yugoslavia, through Spain, through Italy and Libya and through Ireland (see below).

Bombs on Eire. Intermittently for 72 hours last week German bombs plucked shamrocks from the Emerald Isle. Most of the 70-odd bombs hit fields and farms, but rows of buildings in Dublin were badly smashed. Scores of Irishmen lay dead or wounded. One big bomb made 40 Dublin families homeless.



DE VALERA

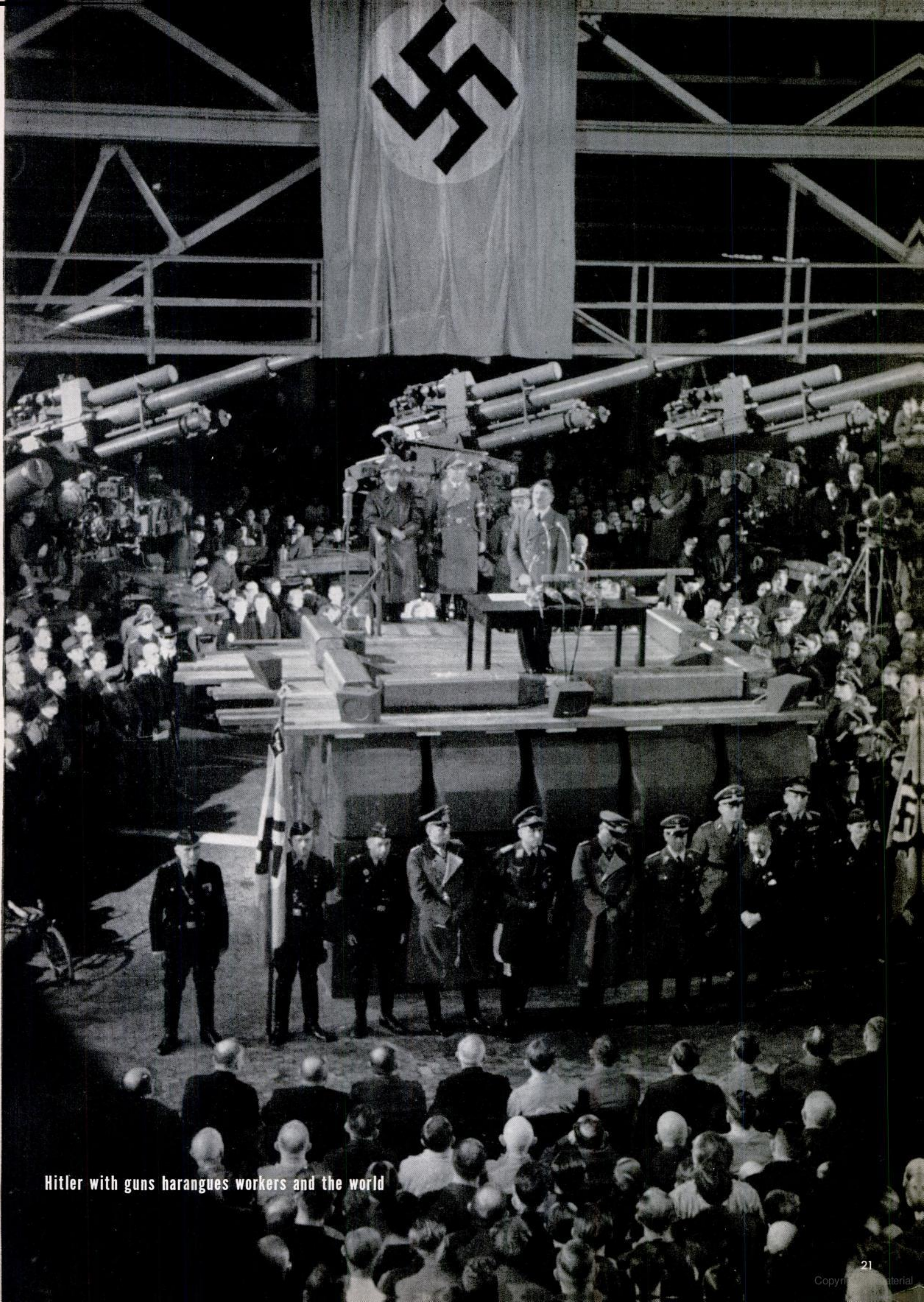
Irish experts said the bombs were German, discounted the possibility that they were dropped from German planes captured by the British. In Berlin a spokesman announced with a straight face: "The bombs are English or imaginary."

Irish soldiers banged ineffectually away at the German planes with rifles. The Government protested to Berlin, hinted that relations might be severed. For fear of German invasion, roads were barricaded, air-raid wardens prowled the streets of Dublin at night.

The bombs served to warn Eire against opening its ports to British warships or convoys bringing U.S. aid to Britain. Possibly too the Nazis had put Eire on guard against invasion just to see what precautions the Irish would or would not take. Similar invasion threats against the Lowlands had helped make the real invasion several weeks later a smashing success.

PICTURE OF THE WEEK

To tell his Germans they might have to fight for a while longer, Adolf Hitler on the morning of Dec. 10 chose the Berlin factory of Germany's greatest munitions company, bigger probably even than Krupp, the little-known Rheinmetall Borsig. At its scattered plants Rheinmetall makes nearly every important kind of gun the German Army uses, as well as ship turrets, armor plate and typewriters. To frame Hitler (see opposite page), Rheinmetall mounted heavy batteries of one of the biggest mobile anti-aircraft guns ever made and built a platform of steel castings covered with planking. Hitler spoke for an hour and a half without touching the bottles of mineral water on the desk before him, only wiping his mouth now and then with a handkerchief. Rain dripped occasionally on his shoulders through the green skylight, worrying the StormTroopers around the platform and Ministers Goebbels (Propaganda) and Ley (Labor) behind him.



Hitler with guns harangues workers and the world

OLD & NEW CONGRESS

The United States of America had just finished flexing its young muscles in the Spanish-American War when Robert Luce, 37-year-old owner of Luce's Press Clipping Bureau, began his legislative career as a member of the Massachusetts House. Twenty years later, when he moved up to the U. S. House of Representatives, the nation had just finished a war which had made it a full-fledged world power. Scholarly, conscientious, conservative, Republican Luce served on in Congress as America tossed away the peace it might have won after the war, reverted to normalcy, boomed, crashed, welcomed the New Deal, watched Hitler's growing strength with too-complacent eyes, and finally, last summer, awoke at last to the dangers and responsibilities of its power.

Last week, on Jan. 2, as an old year, an old Congress and an old era ended, Robert Luce's career ended, too. After a last look around at the marks he had left on Washington—the approach to the Unknown Soldier's Tomb, the refurbished Statuary Hall in the Capitol, a path through the Capitol park—the 78-year-old legislator who had been

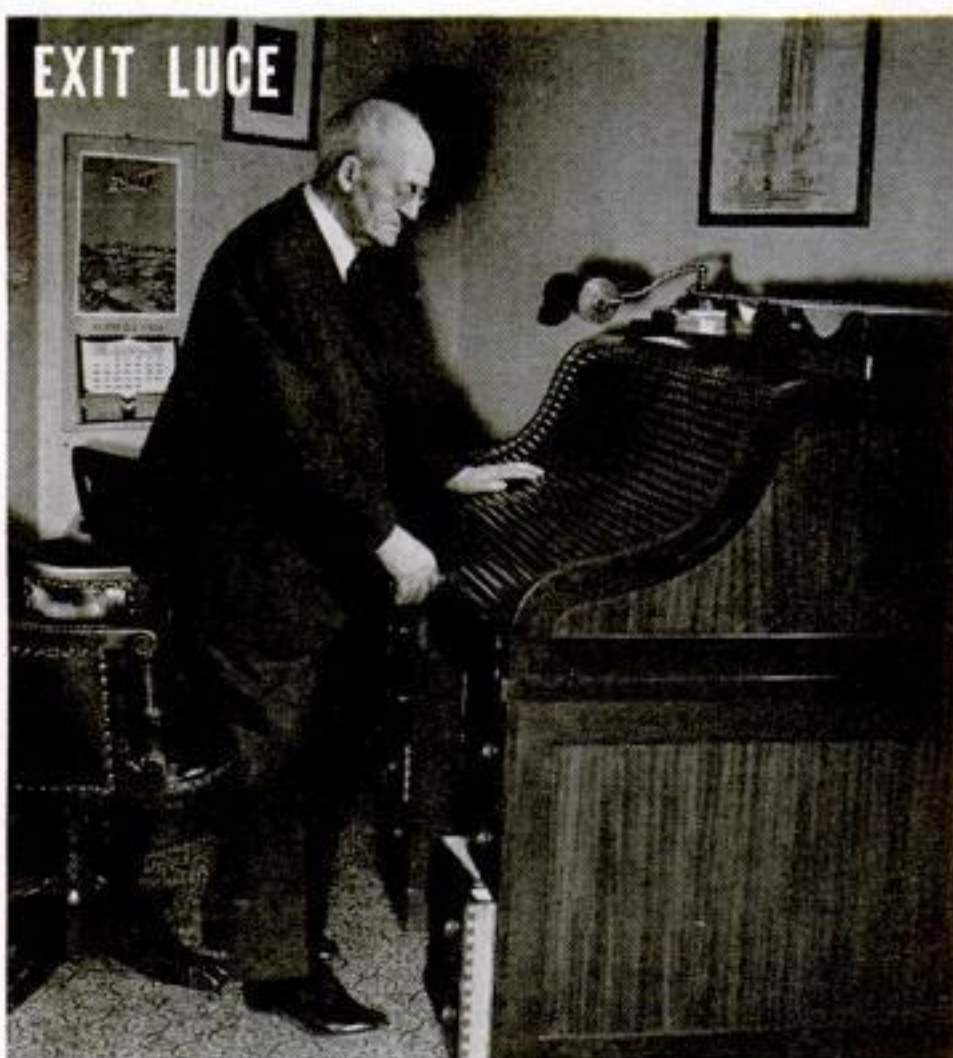


His last look as retiring Congressman is here taken by Robert Luce at the approach to the Unknown

Soldier's Tomb, whose building he sponsored. He got the idea from Victor Emmanuel II's tomb in Rome.



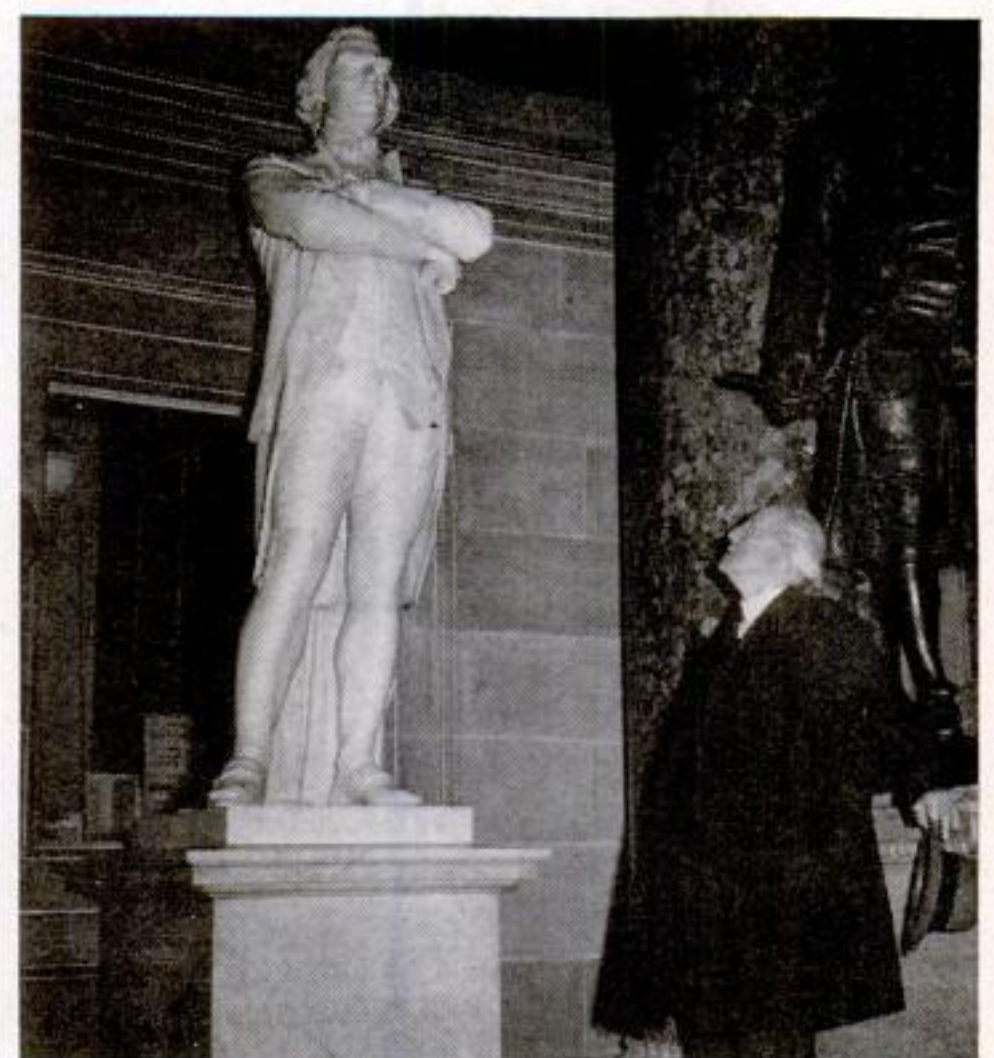
Robert Luce, 78, had been Representative since 1919 of Massachusetts' Ninth District, which includes Cambridge, Waltham, Wellesley, and a part of Boston.



Sadly Luce closes up his rolltop Congressional desk for last time and prepares to make way for new occupant.



"Everything is changing," sighed the veteran as he closed office. He is the author of four textbooks on legislation.



In Statuary Hall, which he had refurbished, Luce bids final goodbye to his favorite historical figure, Sam Adams.

AGE GIVES WAY TO YOUTH AS THE 77TH MEETS TO FACE THE ISSUES OF THE WAR

defeated in the last election left Washington, presumably for good. Off a train at Union Station that morning, to take his place with 73 other new Representatives and 14 new Senators in the 77th Congress, stepped the young Democrat whom the voters of Massachusetts' Ninth District had chosen to succeed Republican Luce. His name was Thomas Hopkinson Eliot, and into his 33 years he had already crowded plenty of activity. Grandson of Harvard's late President Charles W. Eliot, he had, like Luce, graduated from Harvard, got his first job reporting for the *Boston Globe*, been admitted to the bar. Thence he had gone on to a series of legal posts in the Department of Labor, Social Security Board, Wage & Hour Administration. Now, atingle with the sense of his responsibility as a lawmaker in time of crisis, he climbed into a taxi, rode out to the Georgetown home of his old friend, Presidential Assistant James H. Rowe. As Eliot was leaving for the Capitol after breakfast, Rowe remarked: "I envy Luce. It was a great time to have been a member of Congress." "Maybe you're right," said Eliot, "but I'm going to help make history, too."

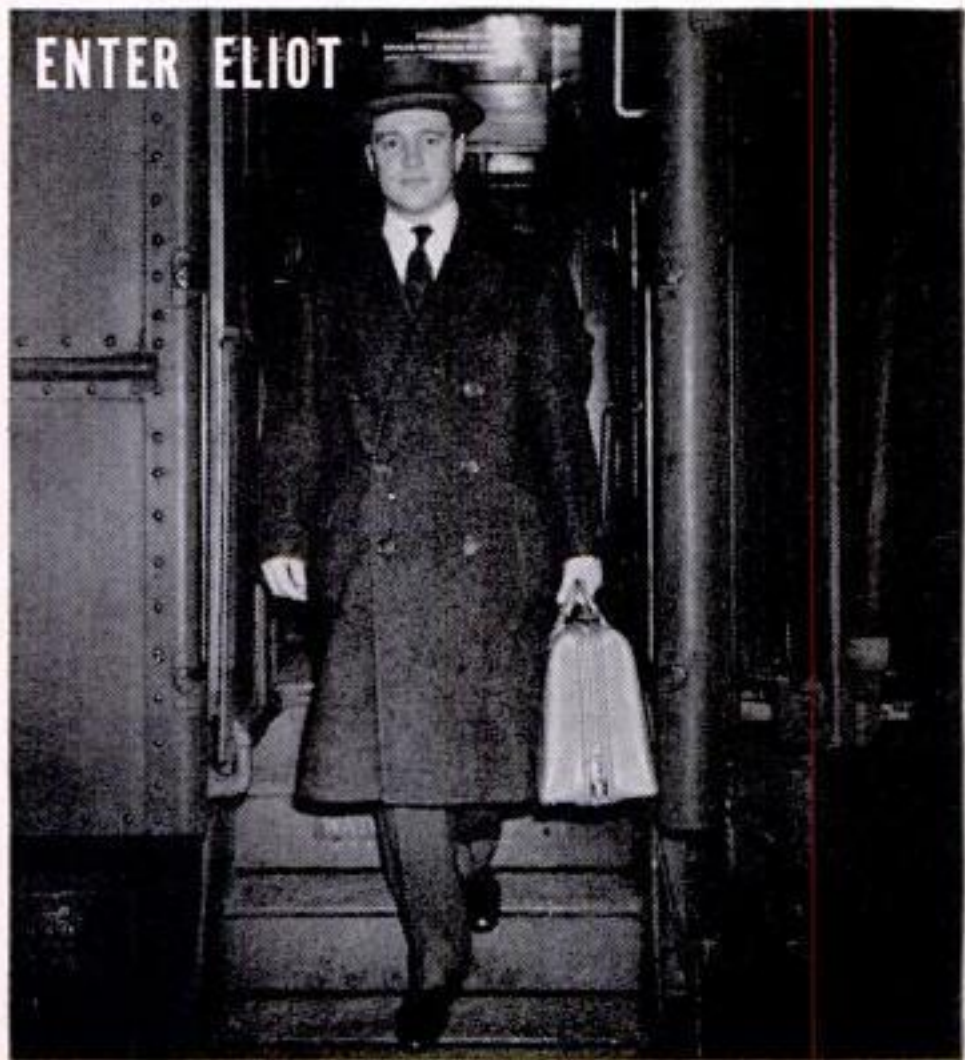


Thomas H. Eliot, 33, who defeated Luce for re-election last November, once taught at Harvard. He winces at mention of his grandfather's Five-Foot Shelf.



His first look as fledgling Congressman is here taken by Tom Eliot at the House chamber, whose shaky

roof is now upheld by gray-green girders. The Washington portrait is a copy of one by Gilbert Stuart.



Happily but solemnly Eliot arrives in Washington Jan. 2 to shoulder his duties as member of 77th Congress.



In Statuary Hall Tom Eliot greets his hero, Daniel Webster, with whom his great-grandfather served in the Senate.



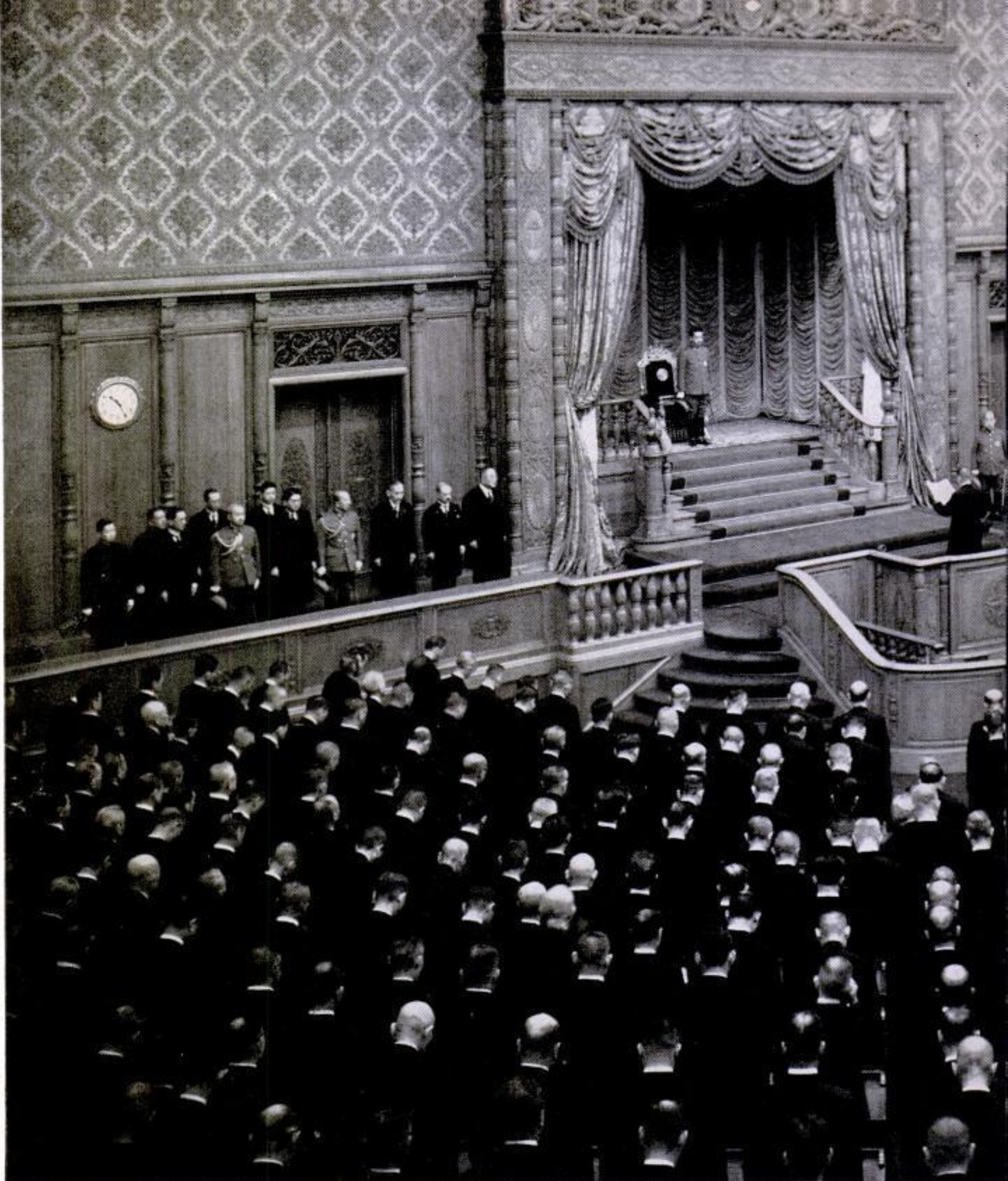
Taking the oath which makes him a Congressman, Eliot (circled) raises his hand with other Representatives Jan. 3.

JAPAN, NEWEST AXIS PARTNER, TURNS SCORN AGAINST BRITAIN

Japan is now telling its war-weary people that the only true friends they have in the world are Germany and Italy, their new Axis partners. Naturally at the same time, Japan must show how wicked and silly are Great Britain and the U. S. On these pages are some extraordinary pictures now being used by the Japanese Government in this campaign. They are at once violent, comic and pathetic. Prize of the lot is undoubtedly the one on the opposite page of two geisha girls holding their noses at a picture of British Prime Minister Winston Churchill. The unconscious top in humor is probably the one of Japanese chorus girls singing a Japanese version of the Nazi *Horst Wessel Song*.

Japan is now trying to imitate the Fascist powers as slavishly as once it imitated the democracies. The Diet (Parliament) is being converted into a puppet body and, just in case it declines to behave, the Fascist Government has set up a rival "Imperial Rule Assistance Association" of 156 hand-picked members. Japan is to train 60,000 young "führers." The Government has lately brought under even stricter control foreign trade, news, prices of food, land and lumber. Posters appear in Tokyo saying: "Prepare Against America" and Japanese politicians explain that the three Axis allies are building a new world to destroy "the old order based on Anglo-Saxon individualism."

Japanese attempts at humor on these pages are in general less funny than such serious talk as that of Foreign Minister Matsuoka last month. Asked whether Japan wanted to change the status quo in the South Seas, he said: "The status quo is constantly changing. Japan has no intention of preventing changes. . . . We are opposed to conquest. Some may say, 'What are you doing in China?' We are not conquering China. It may look like a war of conquest, I admit. . . . We are traveling toward perfect equality between Japan and China." This is about as funny as Japanese politicians ever get.



Message to the Emperor, standing before his throne, is read by Count Matsudaira, president of the Japanese

House of Peers. At the right of the Emperor stand his cousin princes; left of him, the chiefs of his powerful



Poster in Tokyo gives British in Asia advice. Chief Japanese gripe right now is British and American aid to China over Great Britain's Burma Road.



German youths in Japan are here posed with Japanese youths to show Axis "friendship and mutual ideas."



The Axis lifebelt includes Japanese civil and military flags and German, Chinese, Manchukuoan and Italian.



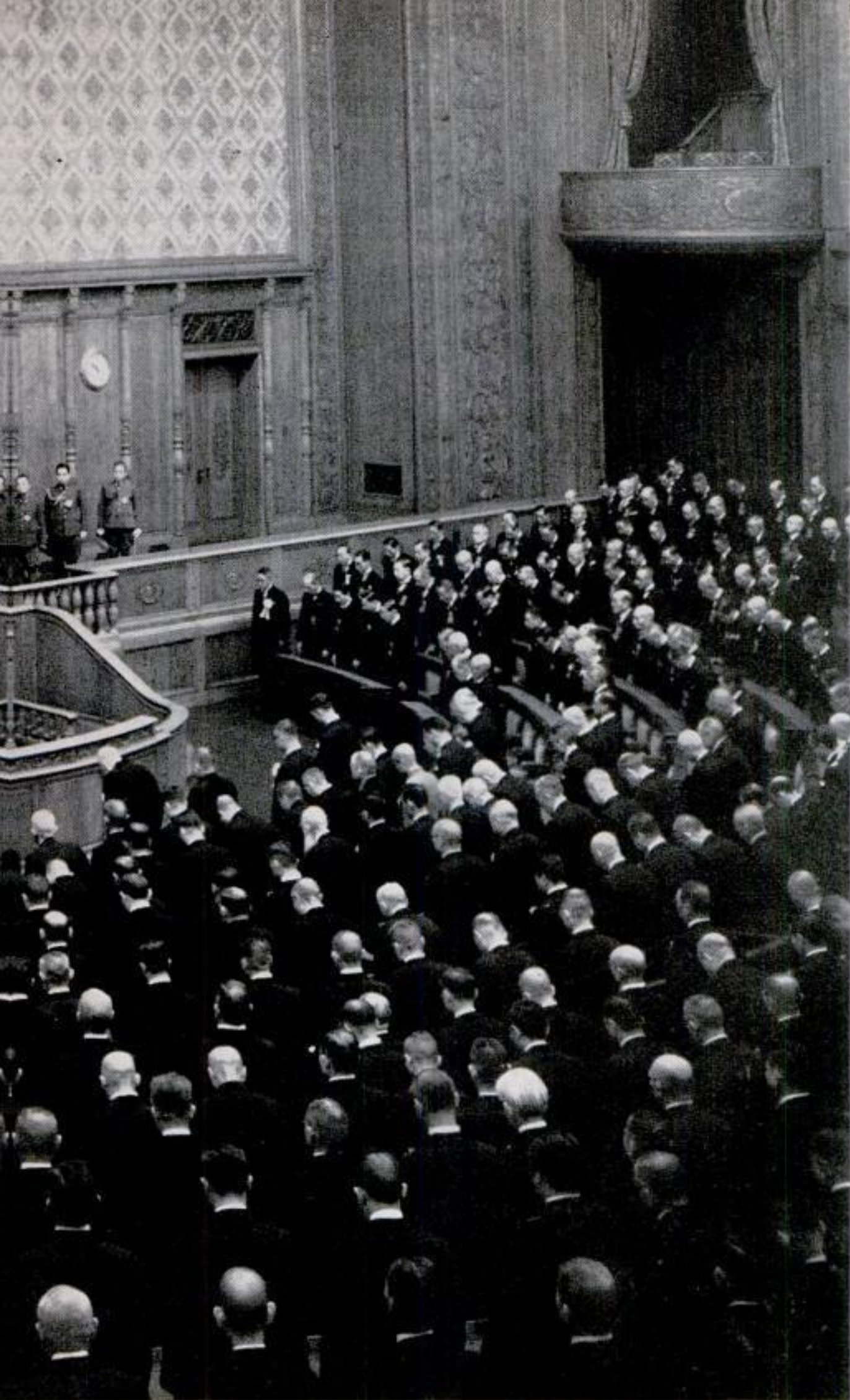
The foreign concessions in China, flying British and French flags, are here about to be sledge-hammered by a Japanese soldier, according to cartoon.



Even Buddhist monks, indifferent to this world, are shown reading the news flash of Japan's joining Axis.



Tokyo chorus girls find a sensational new head decoration in the Nazi swastika plastered on their hats.



Palace staff. A month later, at the end of the year, Emperor Hirohito opened the impotent Diet saying: "Disturbances of the world appear to be endless."



The idea of repugnance for British Prime Minister Winston Churchill is unsubtly conveyed by two gei-

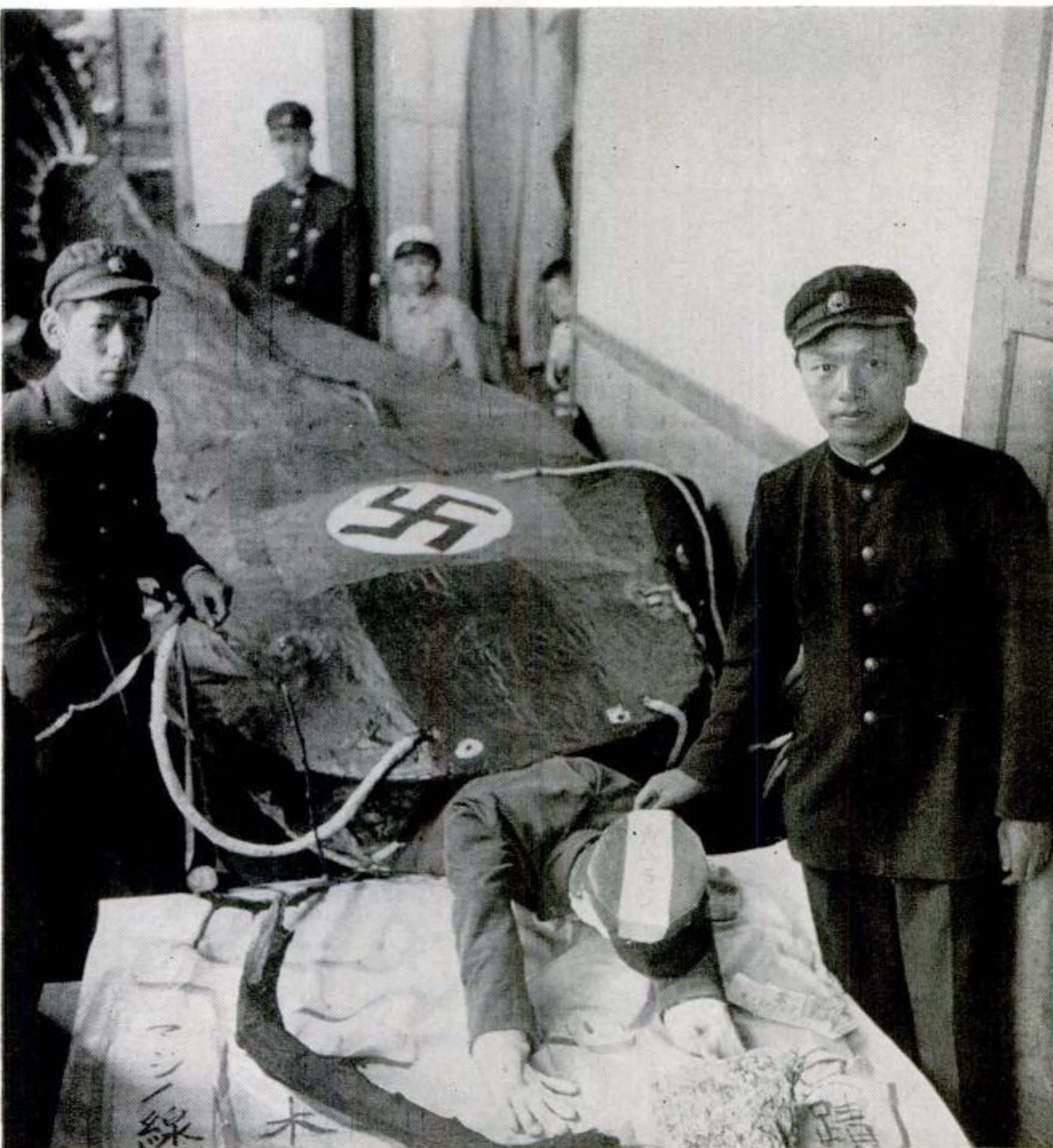
sha at gay Axis party in Tokyo. Churchill's initials also stand for "toilet" in Asia as well as Europe.



"Heil Hitler" is name of Tokyo show in which girls, some in Nazi Bund Mädchen uniforms, some in kimonos, sing Japanese words of *Horst Wessel Song*.



Down With Britain banner is carried in a Tokyo mass meeting. All Japanese slogans are parroted in set forms, as few Japanese do any thinking for themselves.



In tableau form, a giant Nazi fish, symbol of vitality in Japan, hits Maginot Line (labeled at lower left)

and eats dummy whose cap is labeled Gamelin for the French Generalissimo. This amuses Japanese.

1933



FOR FIRST INAUGURAL: ELEANOR-BLUE VELVET

1937



LONG BLACK BROADTAIL COAT TRIMMED WITH BROWN SABLE

1941



VIVID RED WOOL. MATCHING HAT WITH SYNTHETIC FEATHERS

MRS. ROOSEVELT TRIES ON HER INAUGURATION FROCKS

On Jan. 20 Eleanor Roosevelt will see her husband inaugurated President for a historic third term. Alone among America's first ladies, Mrs. Roosevelt has had to worry about three Inauguration Day outfits. To anyone fonder of clothes, her unprecedented chore might be a welcome one. But Mrs. Roosevelt cares scarcely more for sartorial nuances than Queen Mother Mary of England. Since 1933 she has left the problem of Inaugural Day attire in the able hands of

Lucille Mahoney of Arnold Constable. (Only exception, 1933 ball gown by Milgrim's, lower left.)

No sooner had 1940's election passed than Miss Mahoney began to wonder what Mrs. Roosevelt would wear this time. At right above and below you see her third-term creations—a red wool for the chilly ceremony on Capitol Hill, a rose-white satin for the inauguration-eve concert—as modeled by the First Lady during final fittings at Arnold Constable last week.

SILVER-BLUE LAMÉ WITH DETACHABLE SLEEVES



1933

PALE-BLUE SATIN TRIMMED WITH FOX DYED BLUE TO MATCH



1937

ROSE-WHITE SATIN WITH SWEETHEART NECK IN FRONT & BACK



1941



Famed Photographer Edward Steichen poses
the First Lady in her new inaugural gown

A QUARTER OF A MILLION AMERICANS WITNESS BOWL GAMES ON NEW YEAR'S DAY

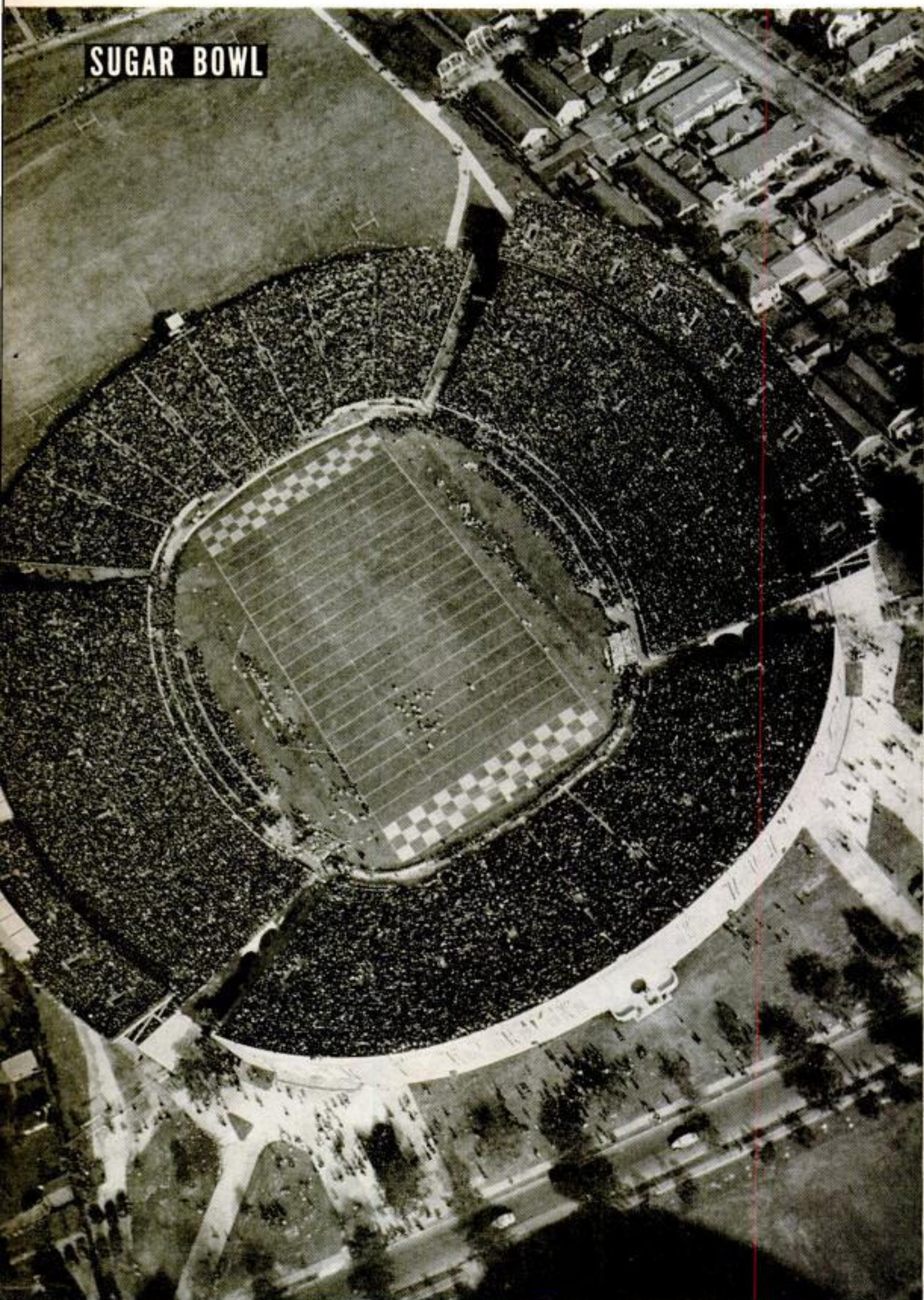
No one will ever know how many Americans spent New Year's Day in bed, painfully recovering from whatever they did the night before. But there is statistical evidence to show that a commendable percentage of the nation's population crept forth from their homes and spent 1941's first afternoon witnessing a variety of wholesome, refreshing football games in the open air. Roughly more than a quarter of one percent of America convened at the Rose Bowl in

Pasadena, the Sugar Bowl in New Orleans, the Cotton Bowl in Dallas, the Orange Bowl in Miami, the Sun Bowl in El Paso, the Smoke Bowl in Richmond, the Steel Bowl in Birmingham, the Pineapple Bowl in Honolulu, the Kezar Stadium in San Francisco.

In the four bowls shown here you see 246,601 people—or approximately the strength of the U. S. Navy and Marine Corps today. In the Cotton Bowl, where Texas A. & M. defeated Fordham, 13-12, there are

47,000 people—roughly the population of Council Bluffs, Iowa or of British prison camps in Egypt. The Sugar Bowl, where Boston College downed Tennessee, 19-13, holds 73,000—the population of Portland, Me. In the Orange Bowl, where Mississippi State beat Georgetown, 14-7, there are 35,101—as many as live in Baton Rouge, La. And in the Rose Bowl, Stanford vanquished Nebraska, 21-13 before 91,500 or more than the 1930 population of the State of Nevada.

SUGAR BOWL



COTTON BOWL



ORANGE BOWL



ROSE BOWL






MARION HUTTON
in Glenn Miller's Moonlight
Serenade, broadcasts...

*Today's most
popular number*

Chesterfield

There's a greater demand than ever for Chesterfields. Smokers who have tried them are asking for them again and again, and for the best of reasons... Chesterfields are *cooler, better-tasting* and *definitely milder*. Chesterfields are made for smokers like yourself... so tune in now for your 1941 smoking pleasure.

They Satisfy



What you've learned and what we've learned

...in the past seven years

YOU'VE LEARNED a great deal about whiskey in the past seven years.

You've learned the difference between commonplace and fine whiskeys...between fine and superlative whiskeys.

We've learned a lot, too.

Of course, we had something of a head-start — for we'd known how to make superb whiskeys for more than seventy long years.

But we didn't stop learning.

And what we've learned has helped us to bring forth a still finer Four Roses—finer every year, year after year.

If you've tried Four Roses recently (*and if you haven't, we wish you would*), we believe you'll agree that it's the most glorious whiskey that ever bore the name Four Roses. More, that it's the finest whiskey we, or anyone else, ever bottled!



Four Roses is a blend of straight whiskeys — 90 proof. The straight whiskeys in Four Roses are 4 years or more old.

Frankfort Distilleries, Incorporated, Louisville and Baltimore.

FOUR ROSES



LOIS (LEFT) AND LUCILLE BARNES, 18, ARE IDENTICAL TWINS. EVEN THEIR OWN MOTHER OFTEN CONFUSED THEM AS BABIES, WOULD FEED ONE SISTER TWICE

TWIN SISTERS FROM FLINT COME TO NEW YORK TO WIN A NAME IN SHOW BUSINESS

Except for the fact that she was born three minutes before her sister, Lois Barnes, 18, of Flint, Mich., is an exact duplicate of her twin, Lucille. Separately the Barnes are average American high-school girls, but, together, their good-looking sameness has power to charm. Five weeks ago they came to New York to get in show business. They had little experience and only \$50 between them, but their appeal was so great that foxy Showman George White hired them at first sight for the show at his new super night club, The Gay White Way, where they were an instant hit.

Lois and Lucille are identical twins. Their measurements are exactly the same. They contract the same illnesses at the same time, one day had identical teeth pulled. They eat, sleep, think and react alike. They make statements like: "We're going to bed—I'm tired." No one can tell them apart, not even their old Flint boy friends, Pete and Joe Rosebush, also twins. The girls have no time for boy friends now, however, because their sole ambition is their career. On these pages LIFE shows some of the early stages in the twins' progress to their goal.

Producer George White beckons the Barnes twins into his casting office at The Gay White Way night club. The girls were down to their last \$8 after discouraging weeks of job-hunting.



The twins rehearse before night-club opening. Before coming to New York they had danced briefly in vaudeville and in a Jacksonville, Fla. floor show. They are paid \$45 a week each.



White hired twins at once, started taking them to New York night clubs, where they sipped soft drinks, did not smoke. White, a great authority on girls, promises them a bright future.



On opening night, Lois and Lucille were frightened but good in their chorus and specialty dance-routine numbers in what White himself called "the greatest of all George White shows."



Will Knox Gelatine REDUCE TIREDNESS for WOMEN?



158 women in tiring jobs volunteered to drink Knox for 28 days. They were checked by reporters once every week. Did they feel less tired? Did they have more energy left at the end of the day?



What desk workers reported. Included were 60 telephone operators, secretaries, cashiers, teachers. 2 out of 3 who started, and 9 out of 10 of those who completed the 28-day test said they felt noticeably less tired.



On-their-feet workers tested, numbered 98, from housewives and nurses to saleswomen and beauticians. Again, 2 out of 3 who started, and 9 out of 10 who completed the 28-days reported in substance: I know I'm not as tired after a hard day's work.

In addition, comes a report by a physiologist from a well-known university. He, too, tested women drinking Knox Gelatine regularly. His findings were that these women gained in endurance.

Don't these results suggest that women, as well as men, who are tired may benefit by following the Knox Gelatine Build-Up faithfully? Most of the women who reported "less tired" in worker tests noticed results after the 14th day. See what 2 weeks of the Knox Build-Up will do for you.

TRY THIS YOURSELF...for 2 weeks

1. Drink 4 envelopes of Knox Gelatine every day for 2 weeks. Then drop to 2 a day. After 28 days, drink as needed.
2. To prepare, pour 1 envelope (1/4 pkg.) Knox Gelatine into 3/4 glass water or fruit juice, not iced. Let liquid absorb gelatine. Stir. Drink immediately. If it thickens, stir again. The gelatine is tasteless.

BUT BE SURE it's plain, unflavored Knox. Knox is all body-building protein. Ready-flavored gelatine dessert powders are 7/8 sugar, 1/8 protein. Buy from your grocer in 4-envelope or economical 32-envelope package.

KNOX Gelatine

A PROTEIN FOOD THAT FIGHTS FATIGUE

SEND FOR FREE KNOX BULLETIN

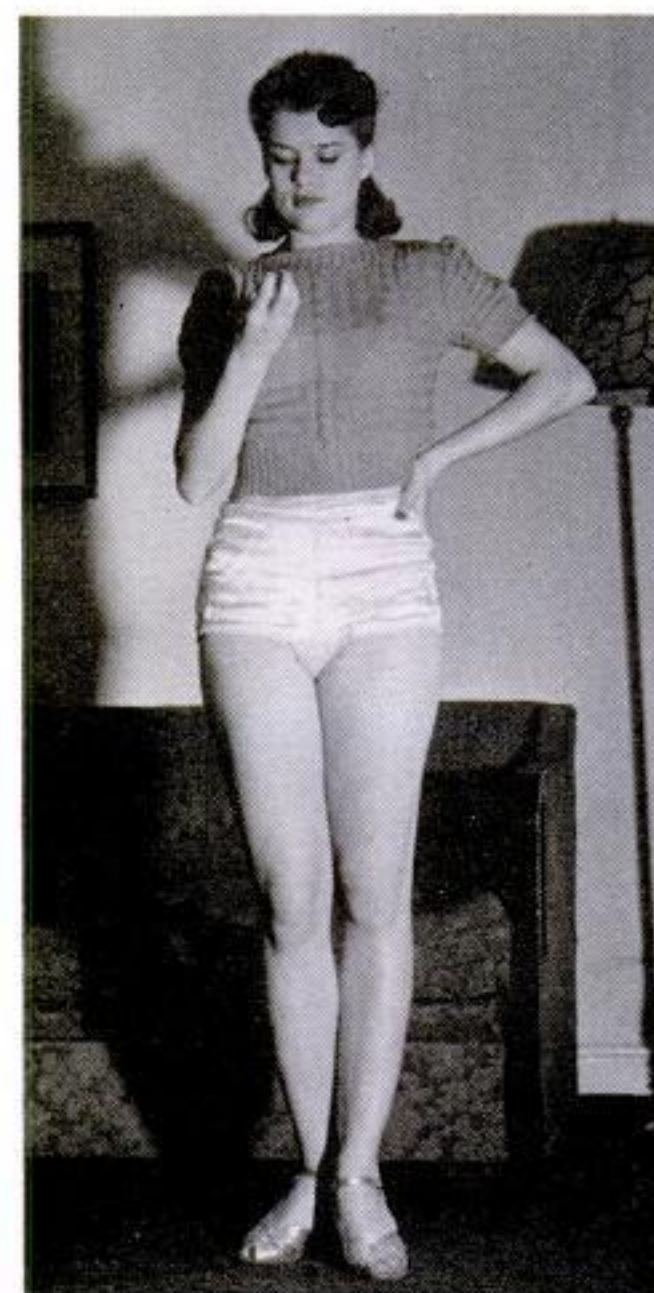
telling how you may try reducing tiredness. Write Knox Gelatine, Dept. 71, Johnstown, N. Y.



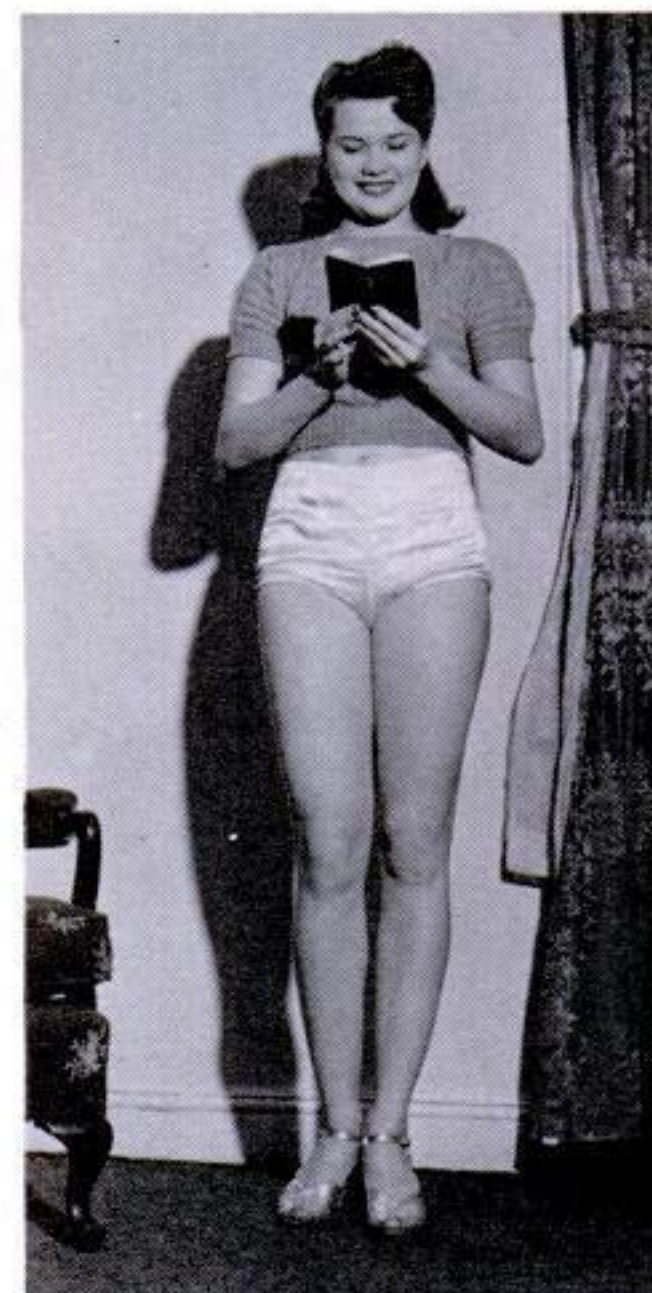
Barnes twins (continued)



Duplication in everything comes naturally to Lois (left) and Lucille. It even extends to their make-up and taste in foods except pepper, which Lois alone likes.



Lois has the same measurements as her twin: height is 5 ft., 5 1/2 in.; weight, 121.

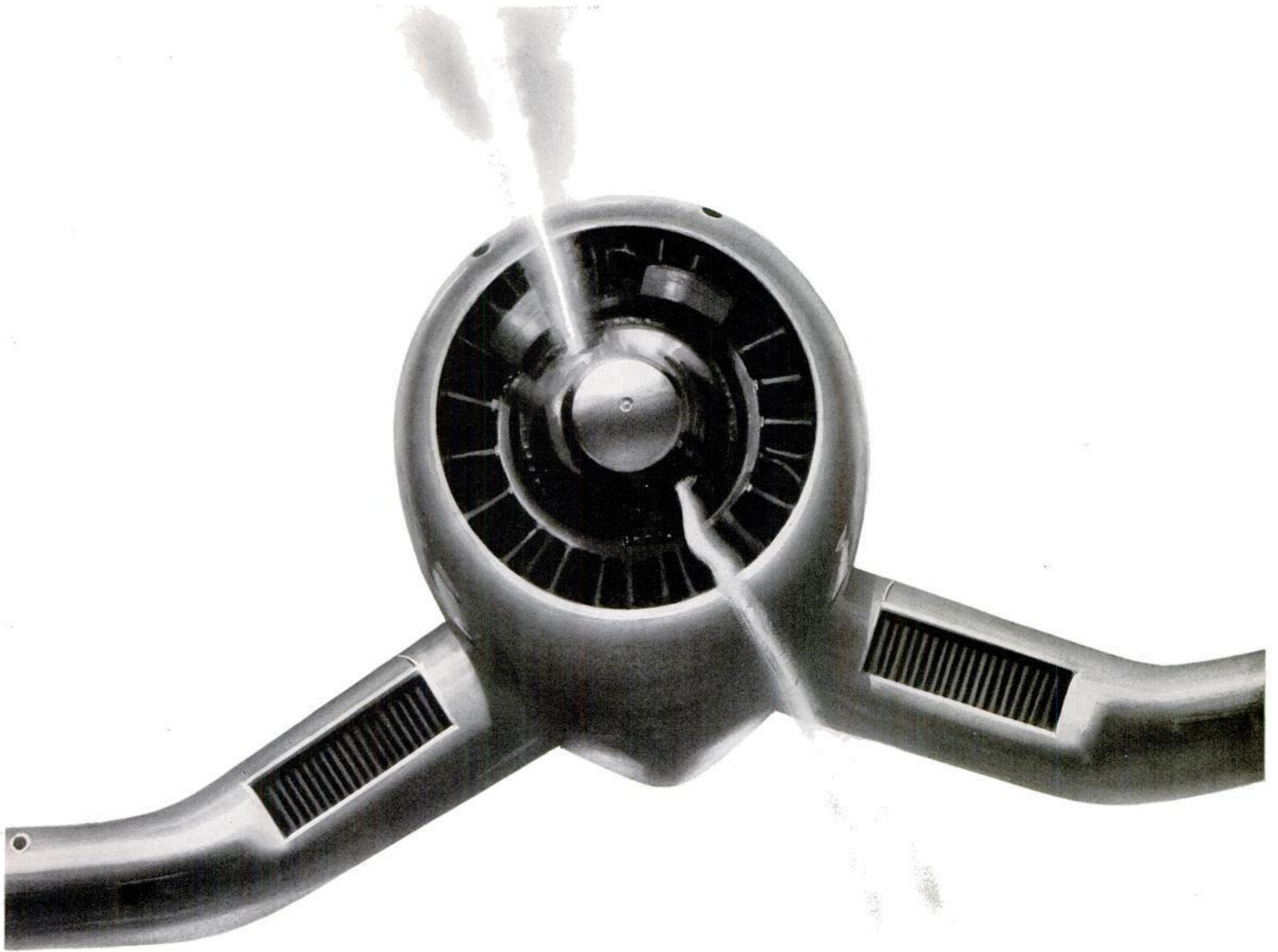


Lucille, like Lois, has long straight legs which help her greatly in show business.



The twins dress alike, from head to toe, throw away one dress if its duplicate wears out. In their New York hotel room they like to relax and study dance magazines.

CONTINUED ON PAGE 34



THE AIR-COOLED ENGINE Priceless American Asset

First 500, then 1,200, and now 2,000 horsepower! The whole progress of military aviation centers around the ability of airplane engines to develop POWER.

America alone has 2000-horsepower engines in production.

Through each successive advance in power production, American radial air-cooled engines have led the way. With the development and actual production of the new 2,000-horsepower Pratt & Whitney Double Wasp engine, America lengthens her lead.

Long the envy of the world in low weight per horsepower, dependability, performance, and economy, the American air-cooled engine is now bringing to our flying forces the advantages of maximum speed as well.

In these engines our country possesses a priceless asset.

UNITED AIRCRAFT CORPORATION
East Hartford, Connecticut



Why Pay \$20 More

WHEN YOU CAN OWN A SPARTON
AUTOMATIC PHONOGRAPH-RADIO
FOR ONLY \$99⁹⁵*

A SENSATIONAL BUY! Imagine owning a world-famous Sparton phonograph-radio that *automatically* changes 14 ten-inch or 12 twelve-inch records at one playing—all for \$99.95*! A radio that compares favorably with sets costing \$120 and more. *Why pay more?*

Compare these features! Handsome hinged grille front that opens easily for convenient handling of records. Three wave bands—Standard, Police, American and Foreign Short Wave. 7-tube (including rectifier) equivalent to 10-tube oper-

ation. Built-in rotatable loop antenna, new self-propellant dial control. Television sound circuit, plus new FM connections. Hand-rubbed walnut finish in a beautifully styled, streamlined console cabinet.

Only Sparton offers you so much value for so little money. See the new "Special Edition" today at your exclusive Sparton Dealer. *There is only one Sparton Dealer in each community.* See and hear the other marvelous Sparton table or console models, too. You'll be glad you learned to save the Sparton way.

*Sparton values do not allow trade-ins.

SPARTON

"Radio's Richest Voice"

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICH.

MANUFACTURERS OF RADIOS AND AUTOMOBILE HORNS

— PARTIAL LIST OF EXCLUSIVE DEALERS IN CITIES OVER 100,000 —

AKRON, OHIO
The C. H. Yeager Company
ALBANY, NEW YORK
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Hess Brothers
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Hecht Brothers
BIRMINGHAM, ALA.
Louis Pritz Dry Goods Company
BOSTON, MASSACHUSETTS
Raymond's, Inc.
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E. W. Edwards & Son
CHATTANOOGA, TENN.
Lookout Furniture Co.
CINCINNATI, OHIO
The Fair Store
CLEVELAND, OHIO
Higbee Company
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The J. L. Hudson Company
ELIZABETH, NEW JERSEY
Kresge Dept. Store
ERIE, PENNSYLVANIA
Reliable Home Furnishing Company
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Bailey & Grant, Inc.
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FORT WAYNE, INDIANA
Schlatter Hardware Co.
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Leonard Bros. Company
GRAND RAPIDS, MICHIGAN
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HARTFORD, CONNECTICUT
Tuckel's
HOUSTON, TEXAS
Lack's Auto Supply
JACKSONVILLE, FLORIDA
Glover Weiss Company
JERSEY CITY, NEW JERSEY
Vim Stores
KANSAS CITY, KANSAS
Mace-Jones Co.
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Eastern, Inc.
LOS ANGELES, CALIFORNIA
Eastern Columbia, Inc.
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J. Bacon & Sons
LYNN, MASSACHUSETTS
P. B. Magrane Store
MEMPHIS, TENNESSEE
B. Lowenstein & Bros., Inc.
MILWAUKEE, WISCONSIN
Atlas Good Housekeeping Shops, Inc.
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SAN DIEGO, CALIF.
Grand Rapids Home Furnishing Co.
SAN FRANCISCO, CALIF.
Union Furniture Company
SCRANTON, PENN.
Cicland Simpson Co.
SEATTLE, WASHINGTON
MacDougal's
SPOKANE, WASHINGTON
The Crescent
SPRINGFIELD, MASS.
Carlisle Hardware Company
SYRACUSE, NEW YORK
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TACOMA, WASHINGTON
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WICHITA, KANSAS
Crook Furniture Company
WORCESTER, MASS.
C. T. Sherer Company, Inc.
YONKERS, N. Y.
Steadman Music House



From the foot of Broadway, Sightseers Lois and Lucille gaze up the special street of show business, where they want "to meet successful, cultured and refined people."

You Buy These

"These are some of the Jewel coffees, teas, groceries and laundry products that I sell."

Coffees



Teas



Soaps



Biscuit Flour



Toilet Soaps



Jewel-Jell and Desserts



Cleanser



Extracts



Toiletries
Dental Cream,
Lotion, etc.



"You get profit-sharing credits toward beautiful premiums with every dollar's worth of groceries you buy from me."



Dear Mrs. Brown
—WE'RE BOTH **LUCKY**
IF YOU LIVE IN ONE OF
THE COMMUNITIES I SERVE

"I am courteous,
dependable,
prompt—and a
loyal American"

"HERE'S WHY: My company—the Jewel Tea Company—delivers fresh coffees, teas, groceries and laundry products, direct to your home. We share with you the savings of this direct method of selling, by giving you attractive premiums.

"HERE'S HOW IT WORKS: With every dollar's worth of groceries you buy, you receive generous profit-sharing credits toward some useful household article—a coffee maker, electric clock, a pair of blankets, rug, set of silverware, cooking utensil, set of dishes, etc. And I bring the premium to you right away, so you can enjoy it while you are using the groceries.

"HERE'S HOW MUCH YOU SAVE: I bring you, on an average, \$1.20 worth of coffee, groceries and useful household articles, for each \$1.00 you spend with me. Think how 20c worth more for your grocery dollar would help out your household budget!

Chicagoans are lucky, too! Clean, white, super Jewel Food Stores are the fastest growing group in Chicagoland. Headquarters for the best in meats, groceries, and fresh fruits and vegetables.

"HERE'S SMART SHOPPING: It is smart and time-saving to shop the Jewel way—to do the ordering right in your home, to have deliveries made right to your kitchen table, and to receive all sorts of attractive, useful premiums—without any extra cost. My company is an old, established firm—started in 1899—and now serving more than a million homes. My spotless coffee-brown and cream Jewel car is recognized everywhere as a symbol of thrifty, convenient grocery buying.

"HERE'S GOOD NEWS: This year, new thousands of homes will benefit from my company's expansion program. Already the women of 43 states and 16,000 communities enjoy Jewel service. Each week it is being extended to two more communities. If yours is one of them, I'll welcome the chance to tell you about the Jewel Way of getting useful premiums with your coffee and groceries without extra cost. Look up Jewel Tea Co., Inc. in your phone book or write to my company."

The Jewel Man

JEWEL TEA CO., INC., Home Office, BARRINGTON, ILLINOIS

"The Most Complete Coffee Service in America"

You Get These

"These are some of the useful household premiums I bring you—without any extra cost."



Coffee Makers: Club Aluminum, Hall China, Percolator, etc.



Mary Dunbar Waterless Cooker

Mary Dunbar Handymix—Electric Mixer



Set of 3 Hall China Bowls

Starter Set Wildwood China



Genuine Rogers Silverware—Exclusive Ivanhoe pattern

Table Lamp



Choice of Rugs

Electric Clocks

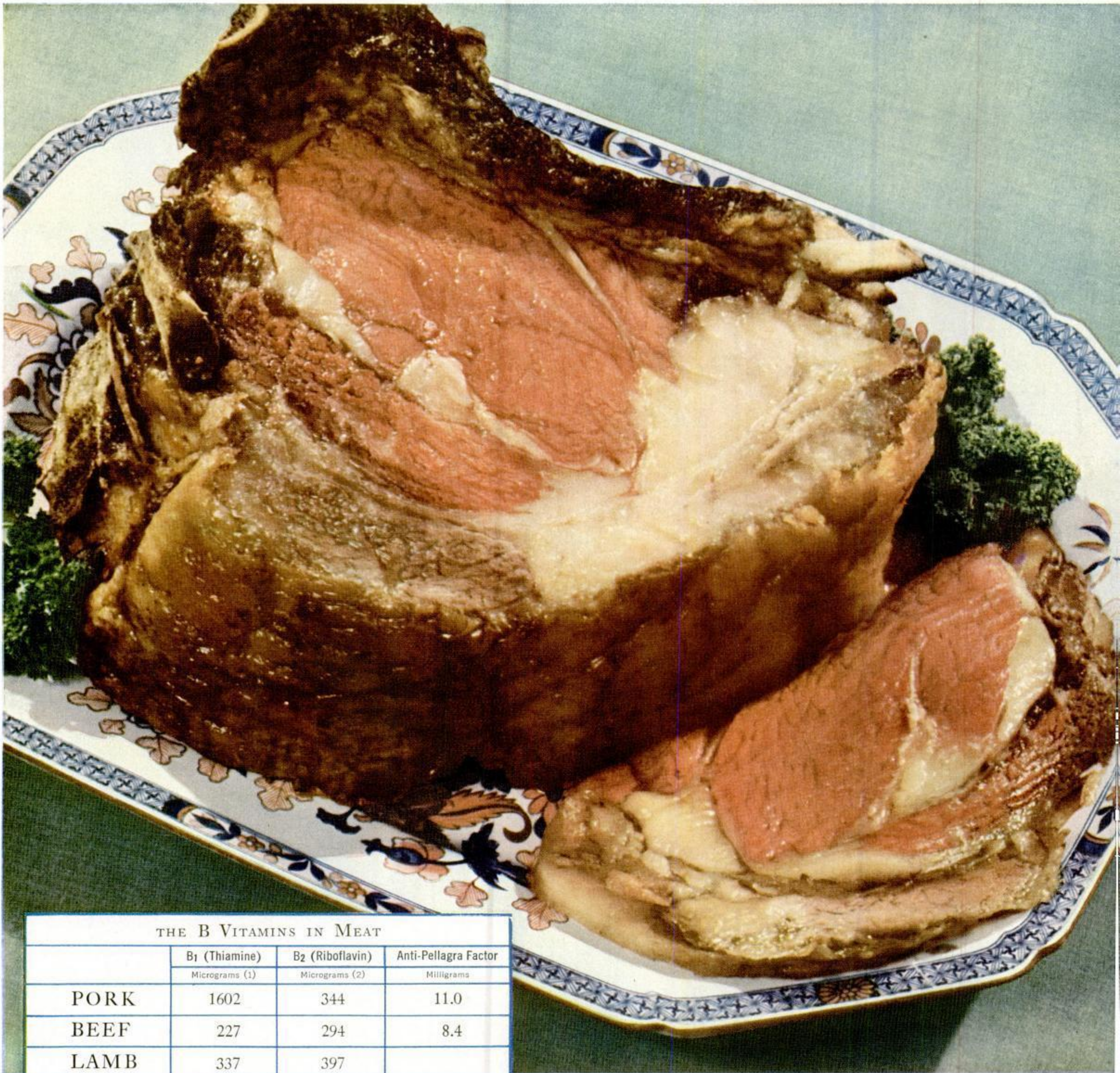


"On an average I bring you \$1.20 worth of groceries and household articles for every \$1.00 you spend with me."



This Seal means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Meat, *Vitamins*



THE B VITAMINS IN MEAT

	B ₁ (Thiamine)	B ₂ (Riboflavin)	Anti-Pellagra Factor
	Micrograms (1)	Micrograms (2)	Milligrams
PORK	1602	344	11.0
BEEF	227	294	8.4
LAMB	337	397	
VEAL	310	414	16.2
FANCY MEATS	Liver	389	3343
	Kidneys	515	2603
	Heart	659	1980
	Sweetbreads	373	907
	Brains	280	439

Based on 4-oz. servings uncooked meat (edible portion). (1) Thiamine: 1 microgram = $\frac{1}{10}$ International Unit. (2) Riboflavin: 1 microgram = $\frac{1}{20}$ Sherman-Bourquin Unit.

Rib Roast of Beef as you like it—For finest flavor, juicy tenderness and minimum shrinkage follow these simple rules supplied by the National Live Stock and Meat Board: (1) Season meat with salt and pepper. (2) Roast in open pan at *low, even temperature*. (3) Add no water. (4) Use meat thermometer and place in center of largest muscle, without touching bone. (5) Place in oven fat side up (then it bastes itself). Not necessary to sear. (6) Oven temperature should be 300° when you put roast in. Remove from oven when thermometer reads 140° F. (rare), 160° F. (medium) or 170° F. (well done). If you have no meat thermometer, allow for 6 to 8 lb. roast, about 20 minutes per lb. for rare, 25 minutes per lb. for medium and 30 minutes per lb. for well done.

...and Man

What makes a man—a man?

Is it looks? No.

Is it height? No.

Is it strength? No.

A man is a man when he has the sparkle of health in his eye; the laugh of health on his lips; the stride of health in his walk; and the glow of health in his body.

SINCE the dawn of time, mankind has naturally and instinctively reached for meat.

Today at home or elsewhere, mankind still instinctively "reaches for meat."

Why?

Meat makes you know you have had a square meal. Meat makes you glad you've eaten that meal.

There's no happenstance in this.

VITAMIN
B₁
THIAMINE

Mother Nature is too kind, too smart and too understanding to make us love meat if meat didn't love us.

For centuries, we didn't know why. Now, in this nutrition-minded age, science and scientists have more than justified us in this inbred eating pleasure.

Meat is a primary source of complete proteins; and we can't live without proteins, which are the "building blocks" of the body.

Meat contains iron and copper necessary for good red blood and phosphorus needed for strong firm bones.

Now, in addition, it is known that meat is a splendid and natural source of many of those essential lifeguards of health and well-being—vitamins.

Vitamins can make the difference between a man who "hits" and a man who just misses.

Vitamins can make the difference between a woman who "radiates" and a woman who doesn't.



Vitamins can make the difference between a child who grows normally and healthfully and one who lags.

The big vitamin story in meat is in the Vitamin B group, containing Thiamine (Vitamin B₁). This important vitamin may be your cushion against various diseases and nervous disorders. Your doctor will tell you how important Thiamine is in your daily ability to "get up and go."

The beauty of meat is that it is a completely

natural food, and physicians say that natural foods are economical and reliable sources of vitamins.

Is there any more pleasant way of getting food essentials than in well-browned chops, a sizzling steak, or a juicy roast?

Whether you're a wife or mother and are packing a dinner pail or planning a dinner party, remember man loves meat, and meat loves man.

AMERICAN MEAT INSTITUTE, Chicago



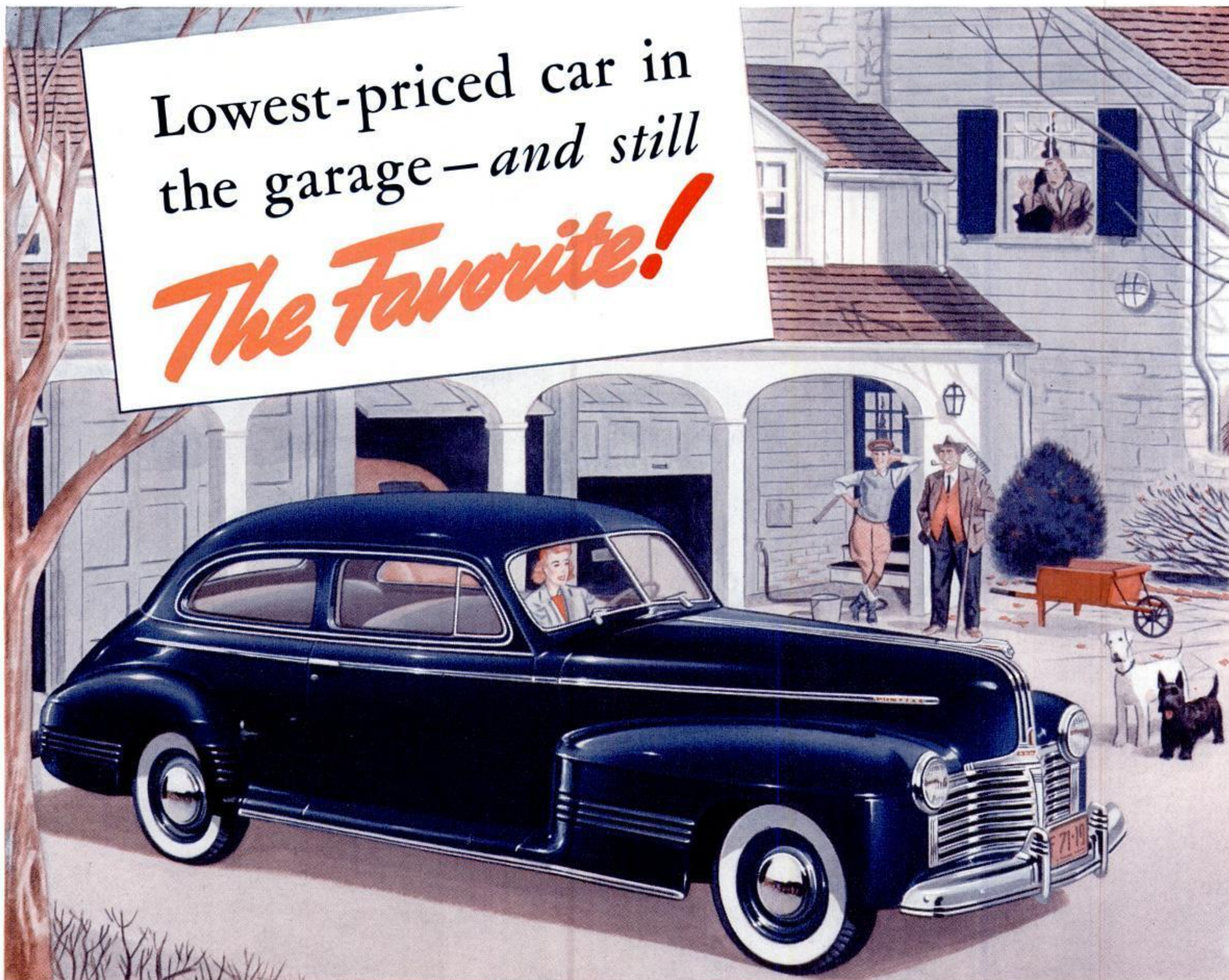
Early Man Knew Meat Instinctively— Modern Man Knows It Scientifically

Early man got hungry. He looked around for something to eat. Something inside him told him instinctively to "reach for meat."

He did and he thrived. His descendants did and they thrived. Wherever progressive tribes and peoples moved their flocks and herds—there civilization moved with them and progressed. In this country our frontiers moved directly in ratio with the ability to replenish our meat supplies.

Modern science now tells us why meat, which mankind has always liked, has always been the friend of man. It contains many vitamins, proteins and minerals that he needs.

Lowest-priced car in
the garage — and still
The Favorite!



De Luxe "Torpedo" Six Two-Door Sedan, \$874* (white sidewall tires optional at extra cost)



THE **OWNER** FAVORS IT BECAUSE

—he knows his Pontiac is a sound investment in safety and performance . . . a car as distinctive in appearance as most high-priced automobiles . . . and a car that protects his reputation for smart buying as it protects his check-book on operating costs.



THE **LADIES** FAVOR IT BECAUSE

—it's beautiful, it's comfortable and it's luxurious in its interior fittings. They admire its tasteful design—inside and outside. And it's so easy and safe to drive! Pontiac responds instantly and willingly to the lightest touch on steering wheel, clutch, brake or gearshift lever.



THE **CHAUFFEUR** FAVORS IT BECAUSE

—he thoroughly enjoys driving a Pontiac with its Tru-Arc Steering, easy clutch action, sure, dependable braking and Semi-Automatic Shifting. He knows, too, of Pontiac's reputation for trouble-free operation—and that means less upkeep effort.



THE **YOUNG FOLKS** FAVOR IT

—because Pontiac "has what it takes" in snap, in style, in performance. It's a car that keeps up with the "gang" on every count. Young folks like to be *in*, and be *seen in*, a Pontiac—because Pontiac style is as sparkling as Pontiac performance.

THE **FINE** CAR

Pontiac
WITH THE **LOW** PRICE

PONTIAC PRICES
BEGIN AT

\$828

FOR DE LUXE
"TORPEDO" SIX
BUSINESS COUPE

Only \$25 more for an Eight in any model!

*Delivered at Pontiac, Mich. State tax, optional equipment and accessories—extra. Prices subject to change without notice. A General Motors Value.

CAMOUFLAGE

Modern aerial photography outmodes paint, results in introduction of new techniques

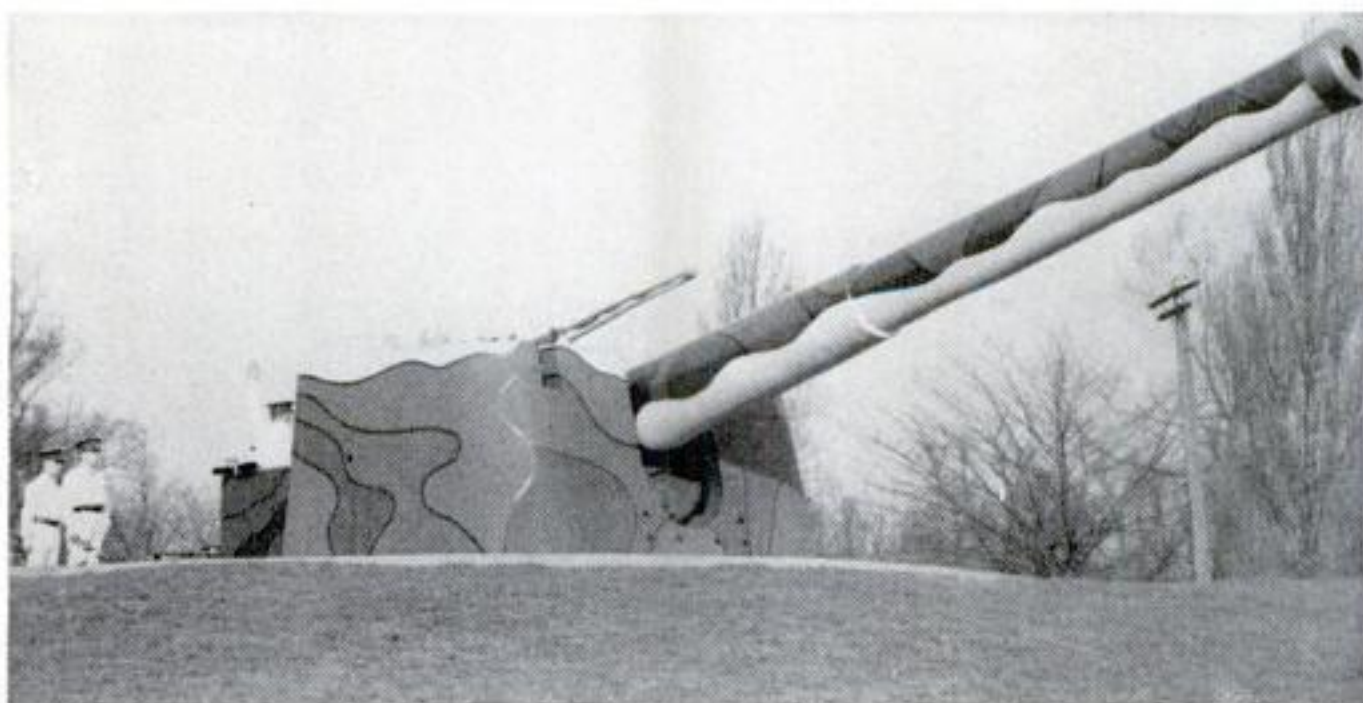
by PETER RODYENKO

Peter Rodyenko is one of the very few U. S. Army officers who are specialists on camouflage. A captain in the Engineers Corps Reserve, he was camouflage officer of the First Army during maneuvers last summer at Plattsburg, N. Y. Born abroad, he came to the U. S. in 1920, became a naturalized citizen, married Beatrice Rinehart, once a leading lady in Walter Hampden productions, and now lives in Manhasset, Long Island. A successful interior designer and decorator, one of his most important jobs was helping to design the world's largest indoor swimming pool in Brooklyn's St. George Hotel.

To most people, the art of camouflage means "painting things up." They are, of course, very wrong. In general, they get this impression from seeing pictures of guns and tanks "camouflaged" with crisscross and zigzag designs. In their newspapers they read of snipers who wear strange-colored costumes to "confuse" the enemy. They hear and believe stories about industrial buildings which have been so decorated with dazzle paint that they are invisible from the air. What they do not realize is that most of such stuff is utter nonsense.

Some of these techniques worked in World War I. Then the chief problem of the camoufleur was to conceal men and guns from direct ground observation. He did this by painting up his guns, trucks and tanks, by hiding snipers under weirdly painted fabrics, even by building strange Rube Goldberg contraptions of assorted shapes and sizes. Today, however, all this has been changed. With increased gun ranges and curved trajectories of field artillery, ground observation has become distinctly less important. In its place has appeared indirect observation from the air by means of highly accurate aerial cameras. Accordingly, the principal problem of the camoufleur today is to conceal guns, matériel and troops not from visual ground observation but from aerial photographers. The result has been a change in the techniques of camouflage.

It is this necessity to guard against aerial photography that has outmoded color camouflage. Painted fabrics and painted scenes may possibly fool a visual observer, but they will never fool a camera. On the photographic print, color is translated into shades of black and white. A color, which to the eye may appear to match its surroundings, may not match in a photographic print. On the other hand, dissimilar colors may match in prints. For instance, slate gray has been found to be a photographic match for the medium green of grass and lawns. If an excellent artist were to produce a painting of a grassy lawn on a canvas, and then were to place this canvas next to a genuine plot of grass, he might deceive an observer nearby. Photographed from a mile and a half in the air, however, his canvas, reflecting the light differently than the surrounding grass, would look several shades lighter than that grass, thus giving away the camouflage.



This old type of camouflage, never very effective, consisted of paint applied in zigzag lines without other methods of concealment or confusion. Today it is of no value.



Captain Peter Rodyenko shows air views and outlines techniques of camouflage to students at New York State Institute of Applied Agriculture. He explains that earliest successful camouflage was Trojan Horse.



Four camouflage installations are demonstrated by Rodyenko. In top picture, a machine gun (1), an anti-aircraft gun (2), a trench mortar (3) and a small field gun (4) have been moved into position. In bottom picture numbers 2 and 3 have been well camouflaged. Numbers 1 and 4 are bad camouflages because of the regularity and light color of their patterns.

Camouflage (continued)

Another form of camouflage recently to disappear because of developments in warfare is the highly publicized dazzle paint once applied to the hulls of warships. Contrary to public belief, this zigzag paint was never intended actually to hide the ship. All it did was to confuse enemy gunners as to the direction in which the ship was moving. Today, however, because naval warfare is based essentially on submarine and aerial attacks, dazzle paint is useless.

In general there are two methods of camouflage available to modern camoufleurs. The first is concealment. The second is confusion of identity. A good camoufleur combines both. The first method, however, is more practical in locations well supplied with trees and shrubbery, particularly where there are some irregularities of terrain. Confusion of identity is more often resorted to when camouflage is to be located in terrain that lacks natural cover.

A good concealment camouflage is relatively easy to execute. Essentially all that is done is to hide the subject under natural materials like trees and shrubbery. If enough good natural material is not available, any suitable artificial material, which has been treated to blend in harmoniously with the surrounding terrain, may be used. However, the less of this artificial material, the better. It is always assumed that the enemy is in possession of aerial photographs of the area to be camouflaged. Therefore, as soon as the guns and material have been moved in and adequately hidden, the pattern and texture of the terrain must be restored to its original condition. To do this accurately, special attention must be paid to shadow. The camoufleur must be very sure that his camouflage has prevented the newly installed guns and material from casting any betraying shadow that might allow the shape and height of the object to be spotted from the air. Such a camouflage, combining all these features, has four requirements, listed in the following table. The percentages show each requirement's relative importance in the finished job.

- (1) Proper choice of location: 40%
- (2) Camouflage material, including color: 15%
- (3) Proper erection of camouflage installation: 20%
- (4) Camouflage discipline: 25%

As can be seen, by far the most important requirement is the selection of site. The best site of all is a place where there is a surplus of natural camouflage material. If guns and trucks can be well hidden in deep woods, they can be made invisible from the air without any artificial camouflage at all. Naturally, the less foliage there is, the more need there will be for artificial materials and the harder the camouflage installation will be to build. Deep ravines, old river beds, caves and overhanging cliffs all make ideal natural camouflage sites. The camoufleur will do well to explore his territory thoroughly before starting to build anything.

A natural development from the problem of locale is the problem of material. In almost all cases, the best material is the natural material at hand, whether it be branches, stones or bushes. As noted above, however, there may be times when not enough natural material is available. Then, and when it is necessary to have something on which to hang or prop natural material, it may be advisable to use some kind of artificial material. The customary things used today are fish nets and chicken wire. But, when they are used, other artificial or natural materials must be combined with them. If a camouflage is to be provided in an oak wood, it should be made of oak leaves and oak branches. Because camouflage imitates the patterns of nature, which are always irregular, the materials themselves, whatever they may be, must be produced in irregular shapes too. If they are not, their regularity will show up conspicuously from the air and make an enemy suspicious. This is a fact soldiers are likely to forget. On many occasions they have attempted to camouflage a truck or gun by using a perfectly square or octagonal installation. From the air this regular pattern sticks out like a sore thumb.

Once the locality and material have been decided upon, the actual erection of the camouflage is largely a matter of common sense. Any method that completely and efficiently hides the subject is satisfactory. One of the best of such methods is shown in the pictures to the right. Another method, highly popular, which originated in World War I, is the "flat top" technique. It is based on the familiar fact that a person seated on a porch behind a screen cannot be seen by a person on the street. At the same time, he himself can see that person on the street perfectly plainly. A flat top is like that screen except that it is placed parallel to the ground, above the object to be camouflaged. Thus it reflects or absorbs the light to the same degree as its surroundings and prevents the aerial camera from registering what is under the screen.

Like all camouflage installations, a good flat top should blend in perfectly with the natural pattern of the terrain. Usually they are made of fish net or chicken wire. Through the holes are woven narrow strips of opaque fabric called "garlands," corresponding as nearly as possible in texture and color to the trees, shrubs and ground of the site. The ends of the garlands are left dangling in the breeze, thus helping to eliminate any unusual shadows created either by the flat top or by the gun itself.

The last requirement, but next in importance to the selection of site, is camouflage discipline. It is the hardest part of camouflage to teach the ordinary soldier. Essentially it means avoiding evidences of human activity in the terrain. Particularly does it apply to paths made by vehicles or by marching troops. It may seem unbelievable to a layman, but tracks made by a light passenger car on a dry stubble field may be practically invisible to an observer nearby on the ground, yet they will register very clearly when photographed from an altitude of several thousand feet. Particular care must be taken by camoufleurs to avoid tracks which lead to a certain place and then stop, thus giving evidence of some tactical position. Instead of instructing truck and tank drivers to proceed directly to the gun position and then stop, a camoufleur will tell them to emplace their guns and then



An imitation trench mortar, set up in a wood of different kinds of oak trees, is selected by Rodenko for a camouflage demonstration to horticulture students.



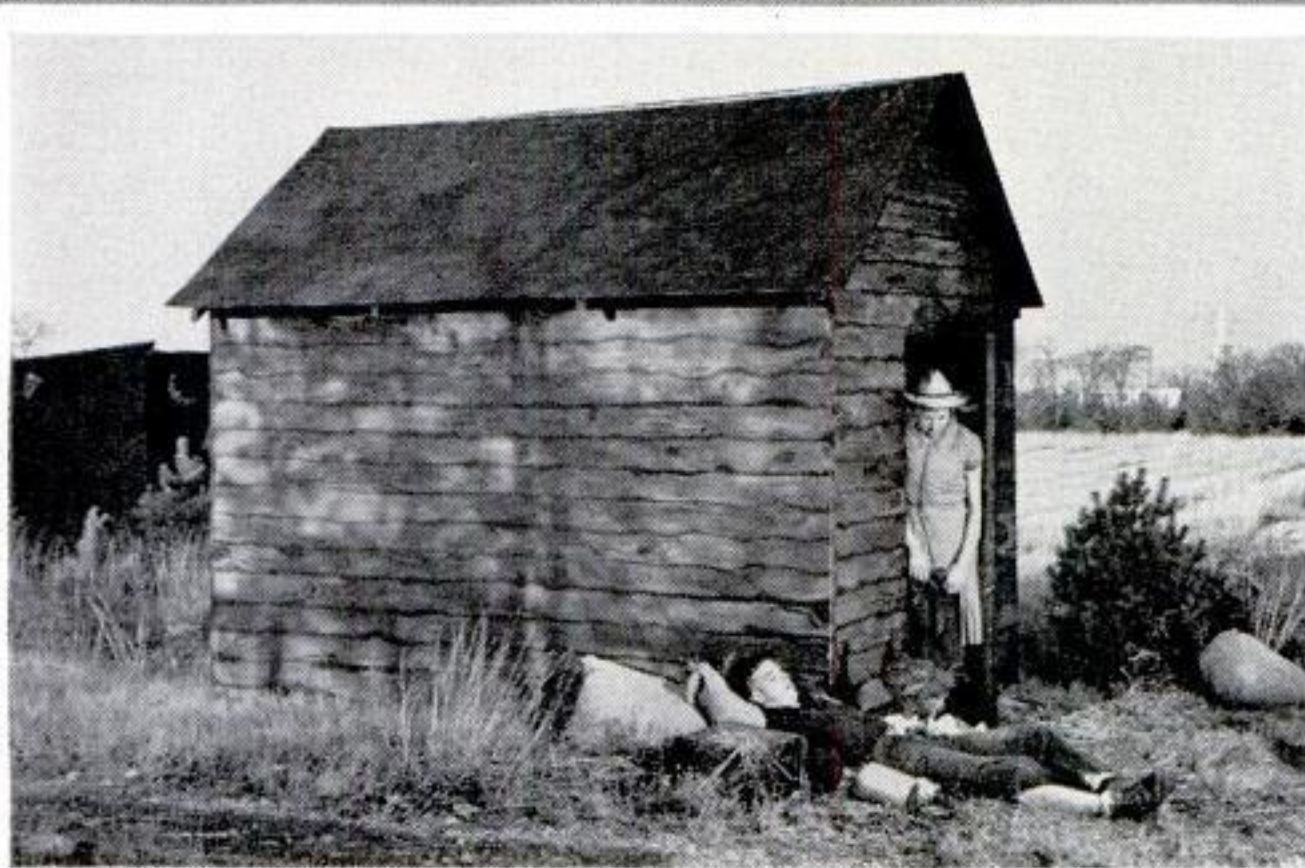
Leafy branches from surrounding oak trees are used as material. Branches are placed around and on gun. No material from trees other than oak may be used.



The gun gradually disappears as oak branches are piled higher. The camoufleurs are making certain that the trench mortar itself will cast no betraying shadows.



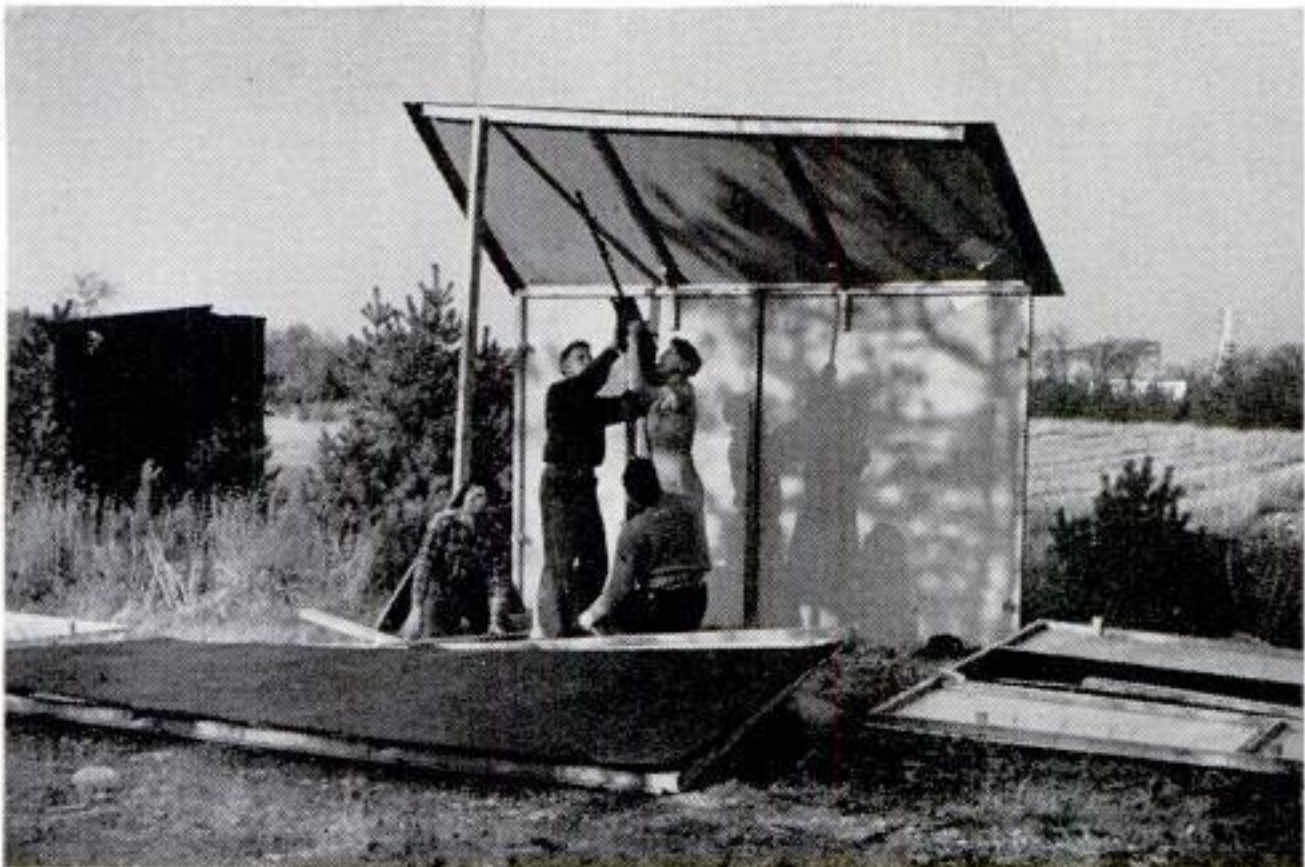
Camouflaged, trench mortar now looks like a scrub oak. In an aerial photograph the textures, forms, shadows and colors of the terrain would look undisturbed.



What looks like a simple shack is built by Rodyenko to show to what extremes confusion-of-identity may go. Here the "farmer" and his "wife" rest in the sun.



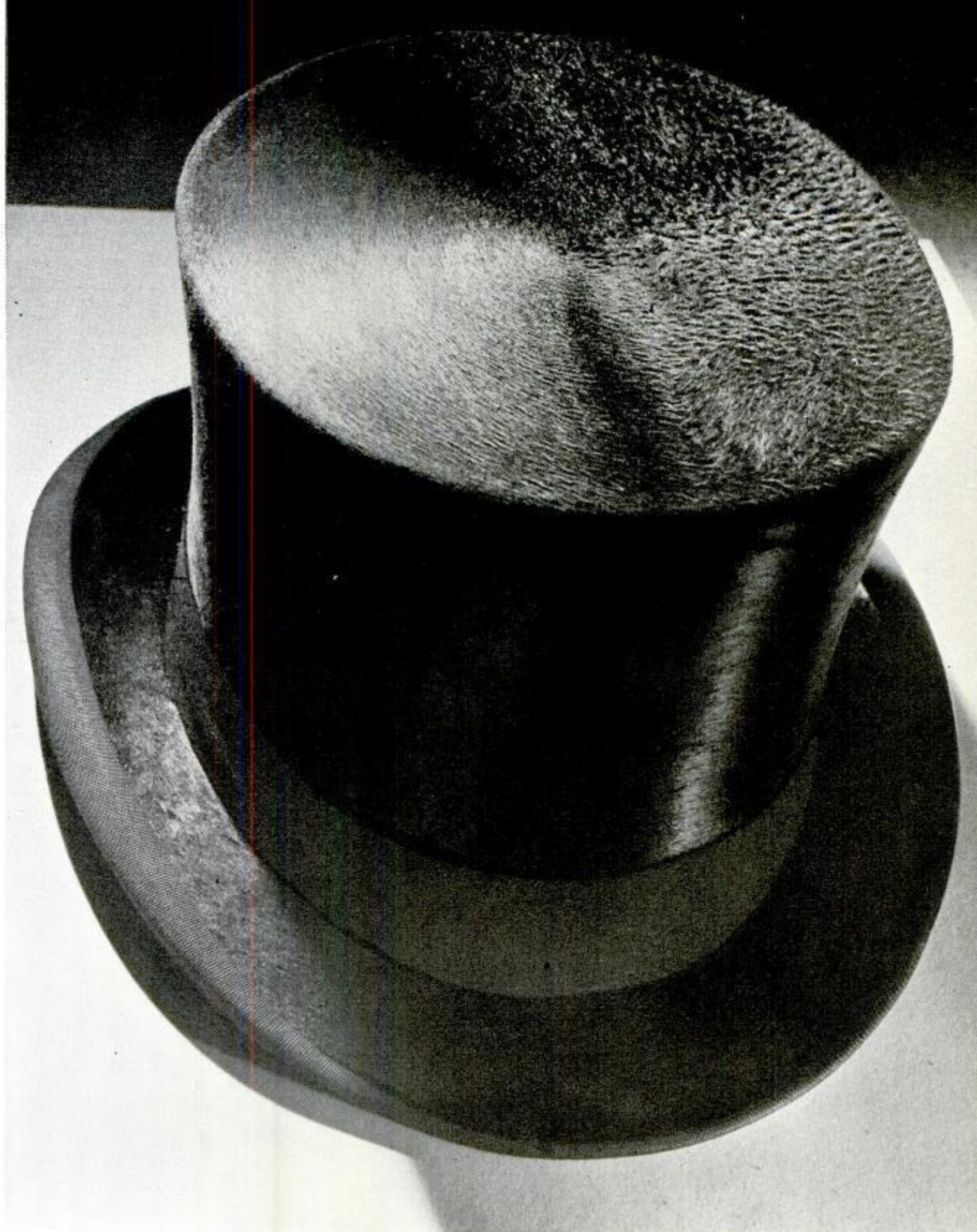
The roar of an airplane is heard in sky so down come the walls and out pops an anti-aircraft machine gun. Unseen helpers appear from inside the farmhouse.



As the walls totter, the farmer's "wife" turns out to be the crack gunner of the outfit. Notice the outhouse in the rear which helped add realism to the scene.



The gun blazes away as walls fall flat. Stunts like this may be too extreme for actual warfare but they show the kind of imagination a camoufleur must have.



The principles of texture are shown by this silk hat. At left the smooth nap reflects light. At right the rough nap absorbs light. In nature the place of the nap is taken by vegetation, sandy spots and barren areas photographing light, thick woods photographing dark. A camoufleur's materials must thus blend with surroundings. Below: horticulture students work on a good "flat top" made of fish net and dangling pieces of fabric, covering an imitation anti-aircraft gun.





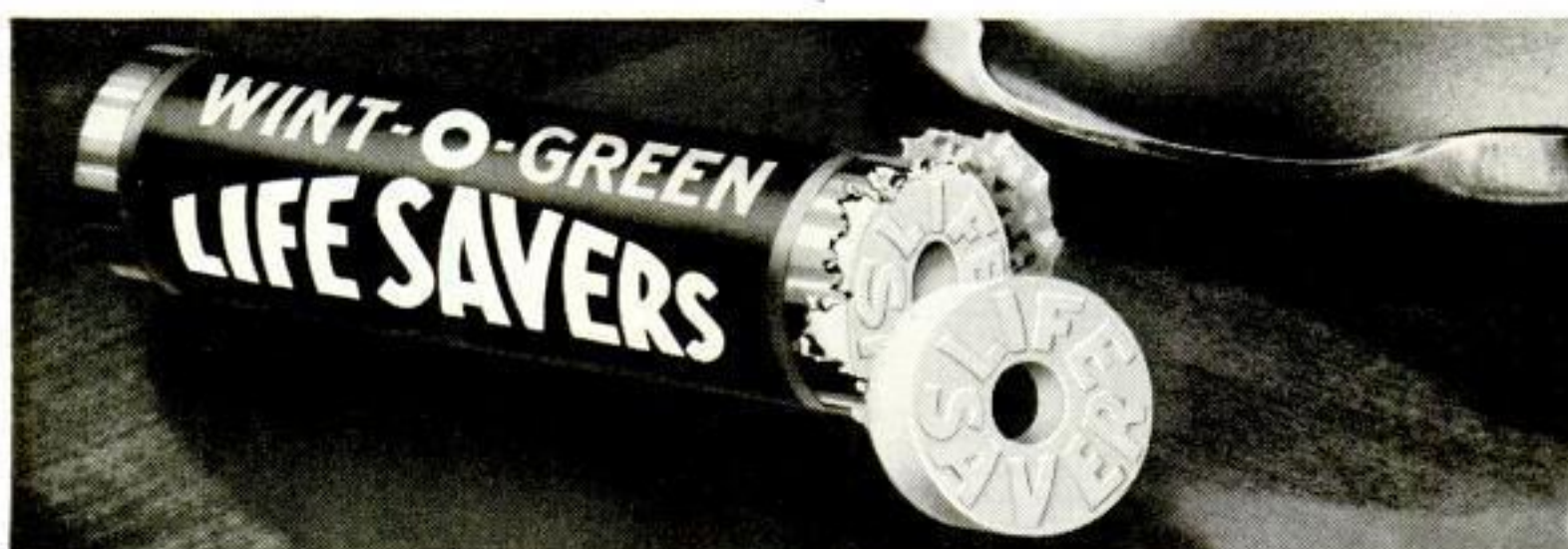
You'll be head over heels in love with WINT-O-GREEN LIFE SAVERS. They taste swell and make your mouth fresh as the driven snow.



We hereby nominate a fourth monkey: "Breathe No Evil" . . . dedicated to the people who keep their breaths pleasant with CRYST-O-MINT LIFE SAVERS. Carry them with you always.



Looking at the O-shape of Life Savers, you could conceivably call them "sweet nothings." But anybody who's ever tasted Wint-O-Greens will tell you they're *really something!*



Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours. 14 delicious mint and fruit flavors. Sold everywhere. 5¢.

\$2500⁰⁰ IN CASH PRIZES!

Just tell us why you like WINT-O-GREEN Life Savers . . . in 10 words or less.

1. Each week for 10 separate weekly contests, 26 cash prizes will be awarded. 1st Prize: \$100.00 cash; 5 prizes of \$10.00 each; 20 prizes of \$5.00.
2. Enter each weekly contest as many times as you wish. Contests start Jan. 20th, end March 29th, 1941. Send entries to Life Savers Contest Editor, Port Chester, N. Y.
3. Include a Wint-O-Green Life Savers wrapper (5¢ package) or reasonable facsimile with each entry.
4. Wint-O-Green counts one word, Life Savers count two.
5. Prizes are awarded for answers best for advertising purposes, in opinion of the judges.
6. In case of tie, duplicate prizes will be given. Decisions of judges will be final. Contest open to residents of U. S. and Canada. All entries become property of Life Savers.
7. Each week's contest closes Saturday midnight. The date your entry is received at post office in Port Chester, N. Y., is official date of entry. Prize winners will be notified by mail.
8. Employees of Life Savers or their advertising agency, or their families may NOT enter.

Camouflage (continued)

drive around and around and around, thus creating a maze of tracks and paths which seem to lead nowhere.

Often an enemy has spotted camouflage from the air by numerous white spots in the vicinity—fresh tree stumps which workmen have forgotten to blacken with dirt. Then too, there is the necessity for maintaining camouflage, artificial as well as natural. The latter must be kept fresh by watering it because, if allowed to dry up, the leaves will curl and photograph lighter than the surrounding fresh vegetation. Also, camoufleurs must be sure that strange materials do not betray their positions. In the Spanish Civil War, for instance, a certain artillery installation would never have been spotted by the enemy had not the soldiers decided to hang their laundry out on the camouflage to dry.

The second important way to camouflage war materials is by confusion of identity. Essentially this means making important objects look unimportant. It is used where the terrain is too bare for the concealment method or where natural materials are not immediately available. However, it may also be used when it is good strategy to fool the enemy. For it, there are no specific rules. The success of every step and every installation depends upon the initiative and imagination of the individual camoufleur. For this reason, the best way to understand how confusion-of-identity camouflage works is to look at a few examples.

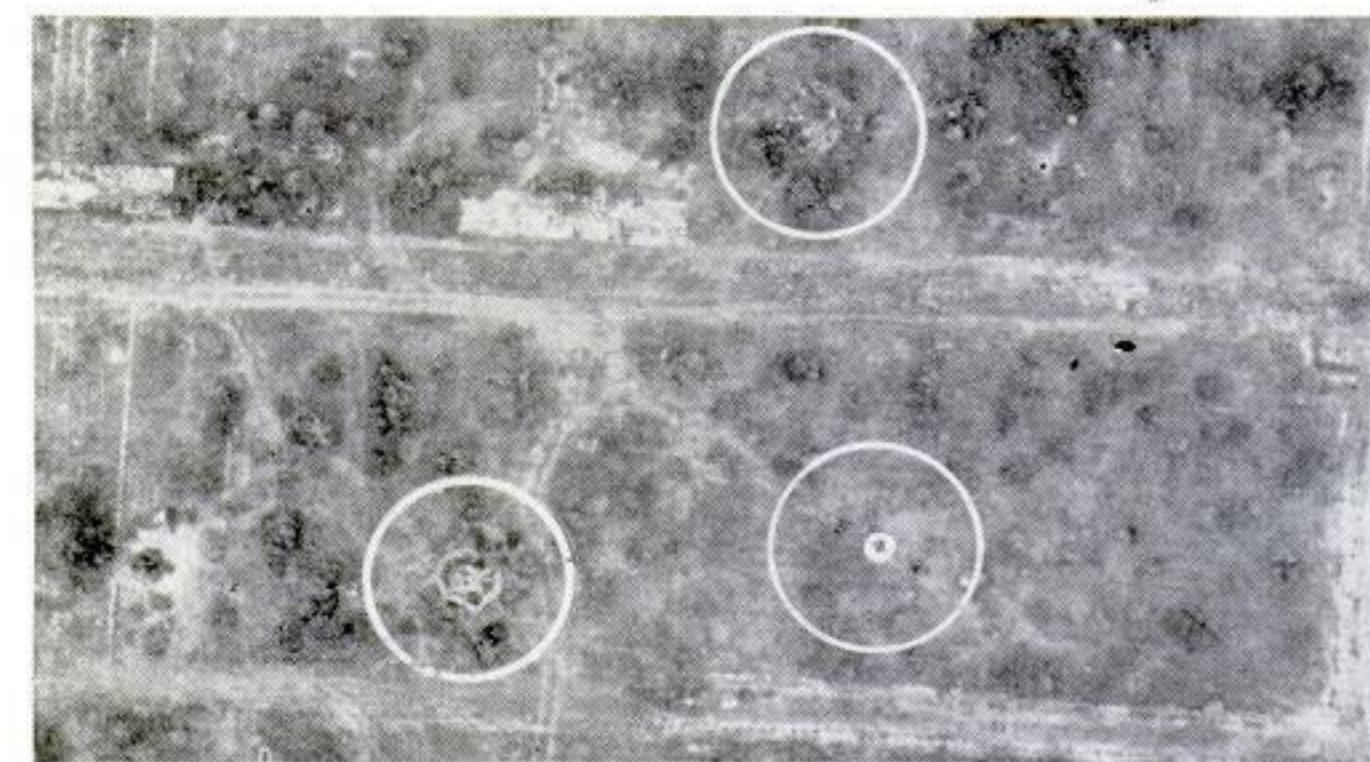
In 1938, in summer exercises at Camp Upton, a large 3-in. anti-aircraft gun with a long barrel had to be camouflaged. The gun was located near a sandy road in a terrain that did not contain enough growth for a concealment camouflage. In the emergency, the camoufleurs resorted to confusion of identity. They collected all the rubbish and artificial materials they could find, piled it up around and put a flat top with a slit over the gun. The result was that enemy spotters, flying close overhead, mistook the gun for a material dump. Once the spotters had left, however, the camouflage could be immediately taken off, the gun made ready for action.

At Plattsburg, N. Y. last summer an anti-tank gun was very effectively camouflaged by use of a milk-loading platform. The gun was placed close to the platform beside a collection of old milk cans, and a tarpaulin draped over it. The gun crew, ready to fire, sat under the tarpaulin. When the enemy scouts, suspecting nothing, led their mechanized troops within range, they were declared "wiped out" by the umpire.

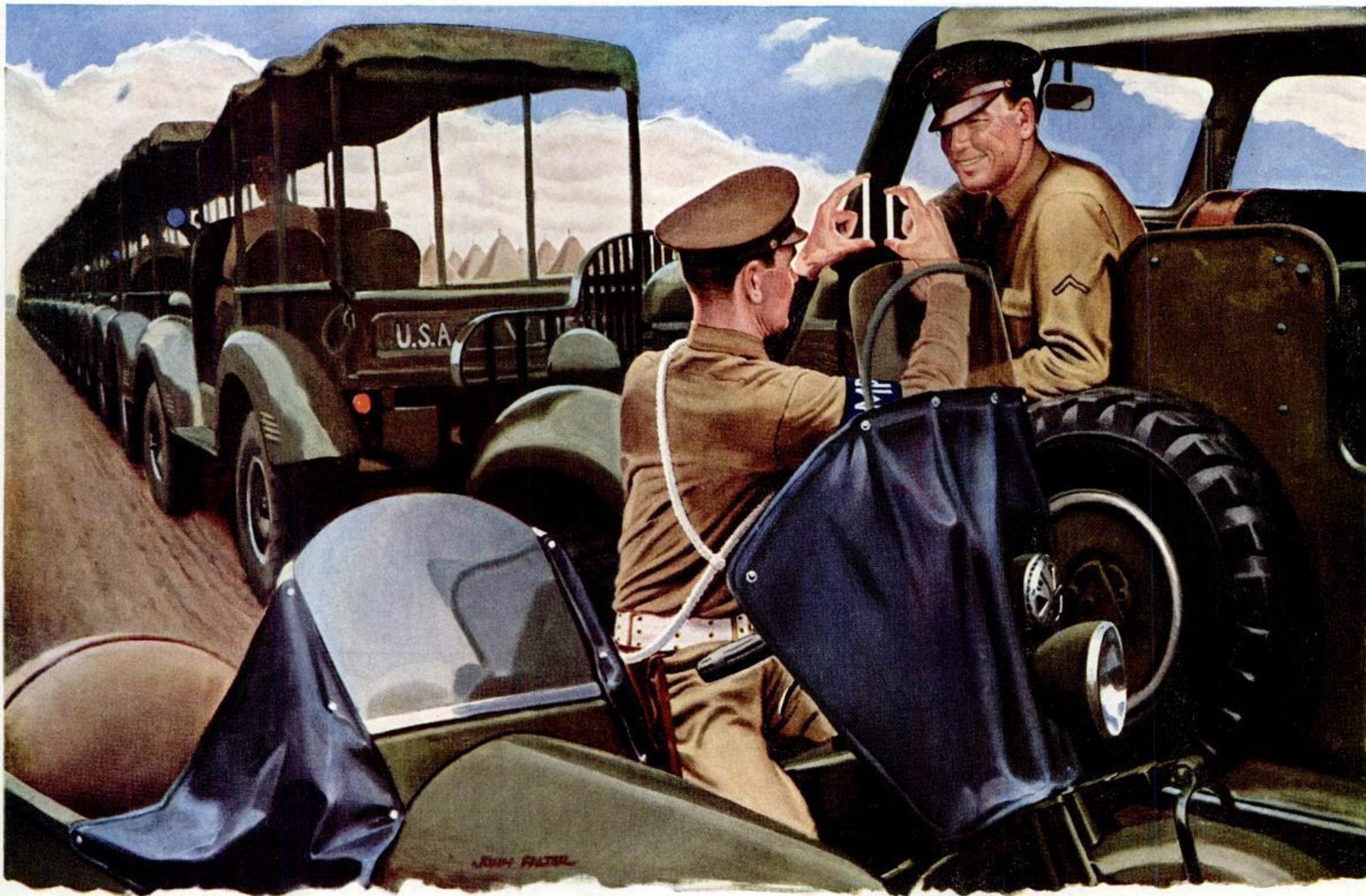
One of the most effective methods to achieve confusion of identity is by the use of dummies. In 1934 the Japanese Fleet kept well away from the Chinese Woosung forts because they bristled with long-range guns. Only later did they find out that this heavy artillery was mainly made of papier-mâché, painted black to look more realistic. At Hungjao in 1937 the Japanese were also fooled when their airmen gleefully expended their bombs on ships made of bamboo and painted paper, while the real Chinese ships were under cover elsewhere.

During the Spanish Civil War, Franco's artillerymen concealed an AA battery in a dense wood. A mile or so away they simulated another one by slashings and cuttings in the woods. The Republican planes bombed the dummy battery and were in turn shot down by the real one.

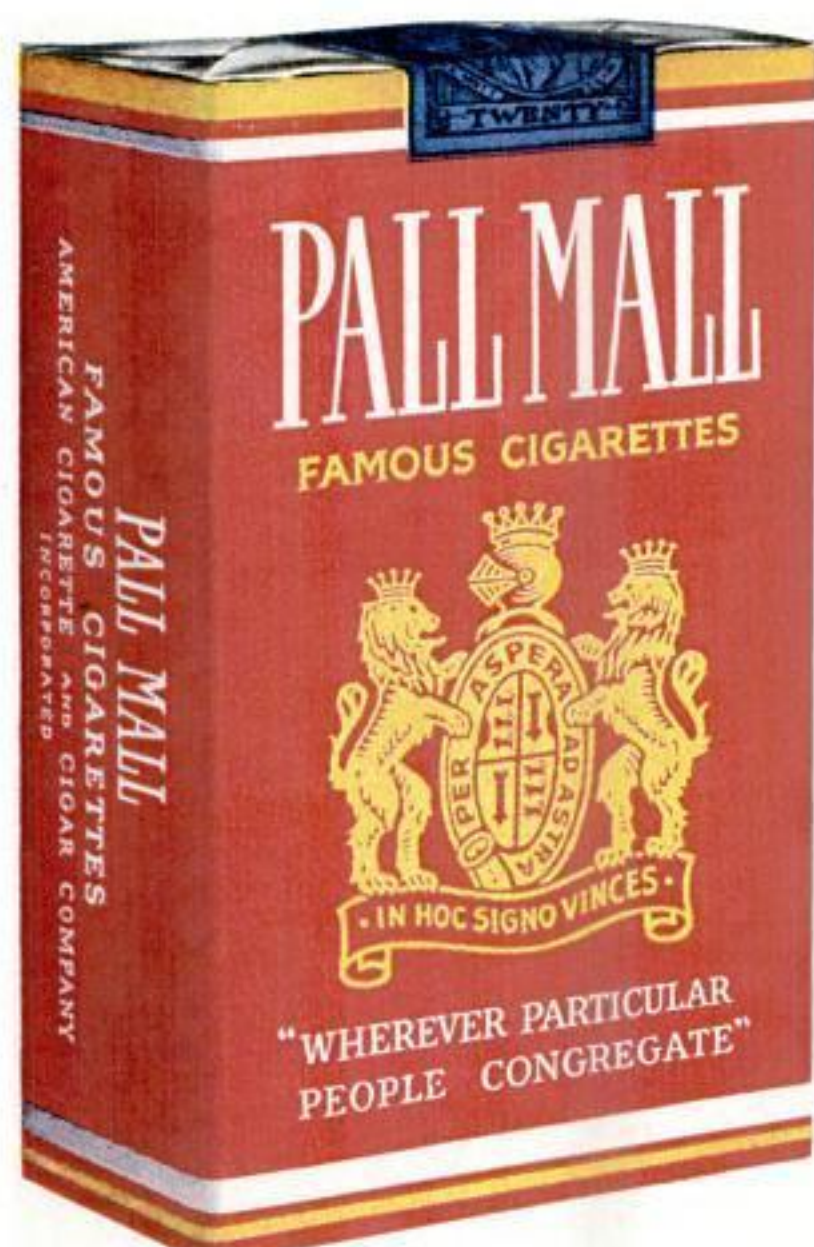
From these examples it should be obvious how important camouflage is to modern warfare, and accordingly how important camoufleurs are to modern armies. A good one is hard to find. He should be an engineer, a good aerial observer and have a "feeling for the ground." In addition, he should be a student of nature. With an intimate knowledge of trees, rocks and terrain, he will be of more value in the protection of guns and men from aerial observation than all the painters of zigzag patterns in the world.



U. S. Army maneuvers sometimes reveal examples of bad camouflage. Here gun at left has been poorly camouflaged with octagonal flat top, leaving it conspicuous from the air. Gun at right is uncamouflaged. That in rear is well concealed. Notice tracks made by trucks, revealing gun positions. Such tracks and paths should be avoided.



Something is happening in the cigarette business!



Look around—America.

Look in the Service. Look wherever you see young people. Something is happening in the cigarette business. A basic improvement in cigarette design is here.

It's Pall Mall—modern, streamlined,—over 20 per cent longer than your old cigarette,—designed for better smoking.

See what this step-forward in cigarette design does for you!

It is a scientific fact that tobacco is its own true filter. In Pall Mall the additional length travels the smoke further—giving you not

alone a longer cigarette but a better cigarette — a definitely milder, a definitely cooler smoke.

Pall Mall is a smoother cigarette, too. BULKING—that natural process revived by Pall Mall—lets time do what machines can only approximate. BULKING causes the traditionally fine tobaccos of Pall Mall to mellow, softens all traces of harshness. As a result, Pall Mall is a really smoother smoke.

Prove it—yourself, try Pall Mall critically. See if you don't agree that something is happening in the cigarette business!



"WHEREVER PARTICULAR PEOPLE CONGREGATE"

Just suppose

—AND YOU COULD
GARDEN AND PICK

How w

Can't you just hear Mother's voice from Summers long past? "Feel the pods, son. Take only the nicely filled out ones!"

Even as a youngster you wouldn't have picked any thin, flat, immature



peas like this, of course. You knew that peas that young hadn't yet had a chance to develop flavor.

Your mother may never have told you that the flavor of peas goes through definite changes as they grow.

But you did know that it was the "in-between" sizes that made your fresh peas so good. It was a blend of those different sizes (some less developed and sweeter, some more mature and richer in taste) that gave your fresh ones their distinctive appeal.

And when you picked peas, neither would you have taken any big, overgrown fellows like this from



Just
Del

Were June this Morning

STEP RIGHT OUT INTO YOUR OWN A MESS OF DEWY FRESH PEAS!

Could you go about it?

your home garden. You knew they were bound to be hard and starchy.

But all those in-between sizes — not too young, not too old — the blend of their delicate flavors, we wager, is something you've never forgotten.



How would you like to revive that childhood memory now? It's easy.

Just ask your grocer for a can of Del Monte *Early Garden* Peas. And when they come on the table tonight, see how closely they check with what you took out of your own fresh-garden patch long ago.

Note especially that Del Monte *Early Garden* Peas bring you not just one size of peas but a quality-selection of the in-between sizes — just enough of the delicacy of one size to balance the more mature qualities of the others — their subtle flavors blended as nature blends them.

And grown, of course, under the most ideal conditions — under our own supervision; sealed in cans within a few brief hours — with all their fresh delicacy and goodness.

Yes, here is something really different in canned peas.

So if you've been saying, "How I'd like to be a kid again..." here's just the dish to bring back that lusty youthful appetite. Taste — *eyes shut!* See again peas in crisp cool green pods heaped on the kitchen table of your childhood.



Why not enjoy them right now — tonight? Remember, though, to ask for Del Monte *Early Garden* Peas, for that is the only way you can get this special Del Monte pack.



be sure you get

Del Monte *Early Garden* Peas

COMPARE THEM WITH ANY OTHER PEAS — FOR FLAVOR!

COULD YOU TRUST YOUR HUSBAND
TO DO YOUR SHOPPING?



MR. WEST: Mr. Smith, my wife hands me this list — and look! Pineapple juice, asparagus tips, corn — not a brand name mentioned.

GROCER: She doesn't have to. After all the buying she's done here, I should know by this time she wants Del Monte.



MR. WEST: Say! — and what an assortment! Never knew Del Monte had so many different products.

GROCER: That's not the only reason so many women prefer Del Monte. They know they're all the same quality, too! That's one of the reasons we like to sell them.



MR. WEST: Guess that's all, Mr. Smith — you made the job practically painless.

GROCER: You can thank your wife for that. Give me a smart customer like her every time. She knows what she wants. You ought to try waiting on the other kind!



MR. WEST: Smith likes the way you buy, Mary. He thinks you're pretty smart.

MRS. WEST: He's plenty smart, too. Look at the Del Monte he carries — I always judge a grocer by the brands on his shelves. And did you notice how busy his place is?



Are you too old to be young again?

WHEN YOU WERE A KID and your heart was young, it used to be fun to do sentimental things.

You stayed after school for days to finish a lovely pair of book ends in time for mother's birthday.

You broke your pig bank and spent all your savings to buy grandma some flowers when she was sick.

And when St. Valentine's came around—wh-e-e! Paste pot, crayons, hearts and arrows! And what a thrill when the fair lady said—"Are you the beau who sent me this?"

Well, how long is it since you've been young and sentimental? How long since you've felt that stir in your heart because you've done a lovely, thoughtful thing?

Too long? Then let yourself go in some real, old-fashioned sentiment and see what fun it is to be young again! The next time a holiday comes around, or someone dear to you has a birthday; the next time your wife has an anniversary, or a

friend is sick and feeling low—send a gift of flowers.

***When your heart says "remember"...
nothing takes the place of flowers!***

Flowers have a bright and cheery way of saying things that always touch the heart. To a woman, there's nothing so expressive of thoughtfulness—nothing so deeply pleasing and thrilling as a gift of flowers. And you can send her flowers whether she's right in town or many miles away. You can wire flowers, anywhere, you know.

It's easy to do. Just telephone or go to the nearest flower shop displaying the F.T.D. (Florists' Telegraph Delivery Association) emblem. Give the florist your order. He does the rest. Whether it's just around the corner, clear across the nation or in Canada, he sees that fresh, beautiful flowers are delivered. In a few short hours, if you want it done that soon.

And whether you're ordering for someone in town or a long way off, they'll be the finest, most

gorgeous flowers grown when you order through an authorized F.T.D. member shop. For F.T.D. florists are the pick of the nation's better florists. Carefully chosen as F.T.D. members because they have proved they do a top-flight job. *Florists' Telegraph Delivery Association.*

**WIRE FLOWERS THROUGH AUTHORIZED
F. T. D. MEMBER SHOPS**



**LOOK FOR THIS F. T. D. EMBLEM BEFORE YOU BUY. IT
IS YOUR GUARANTEE OF COMPLETE SATISFACTION.**

Copyright 1941, Florists' Telegraph Delivery Association

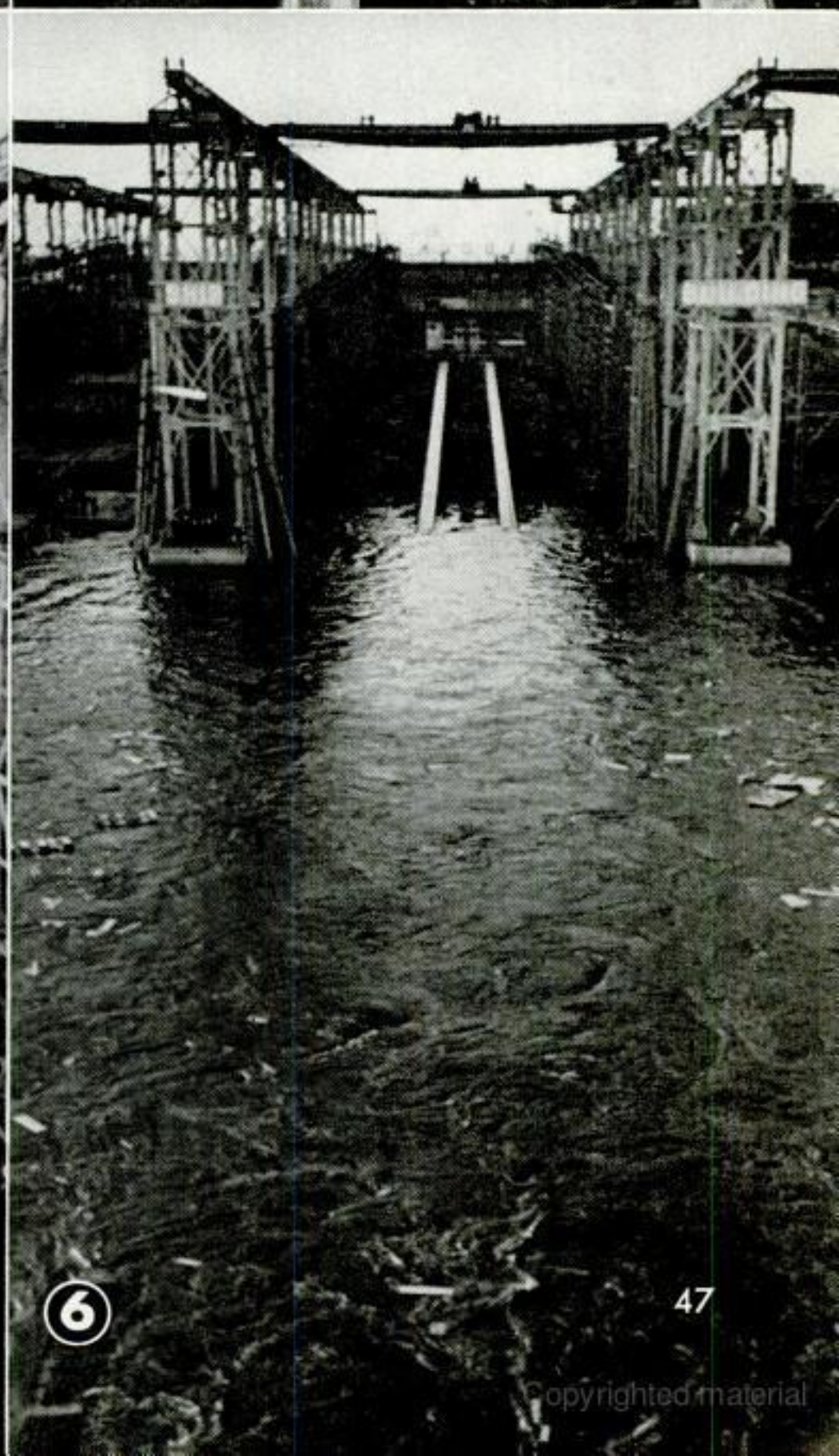
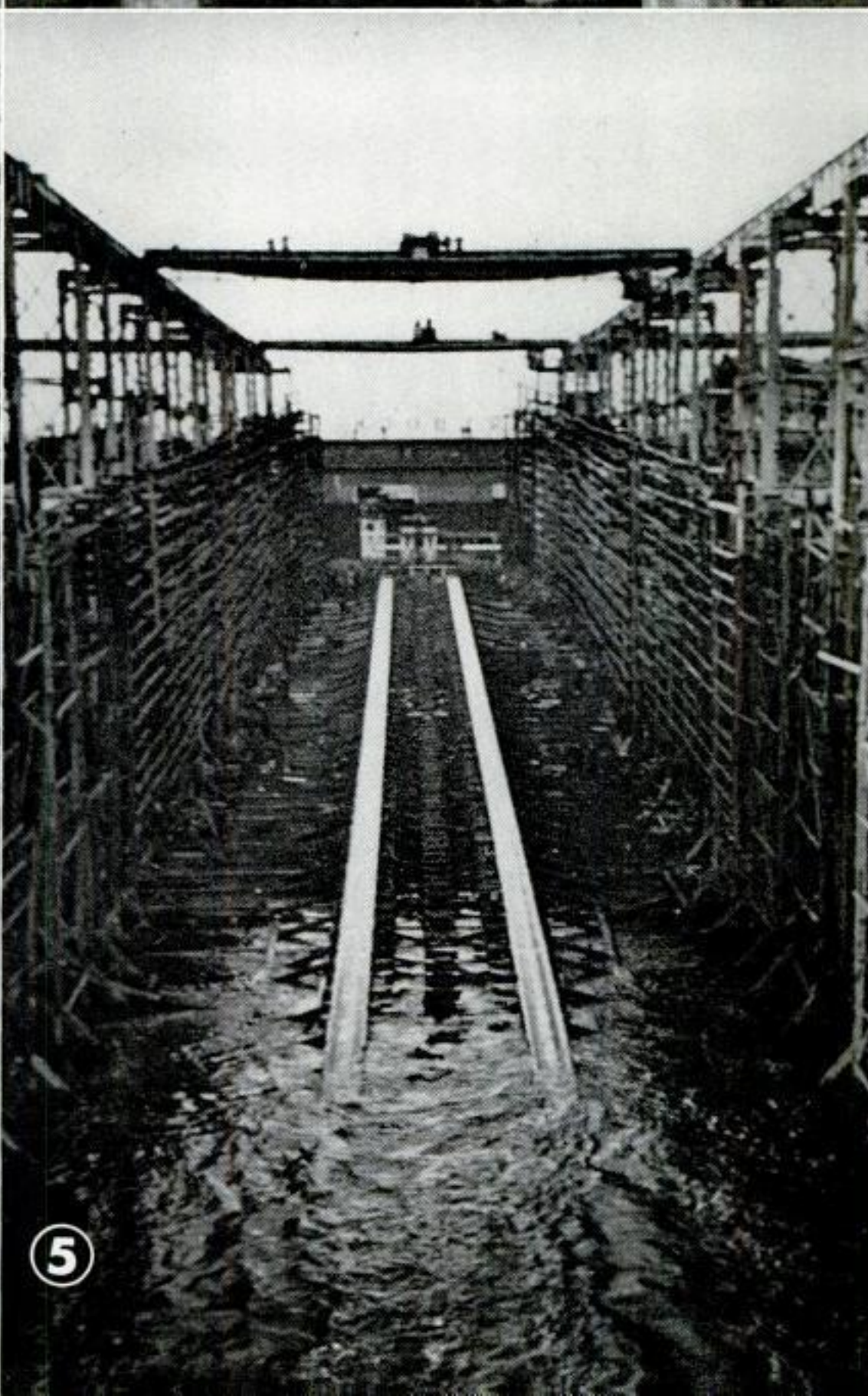
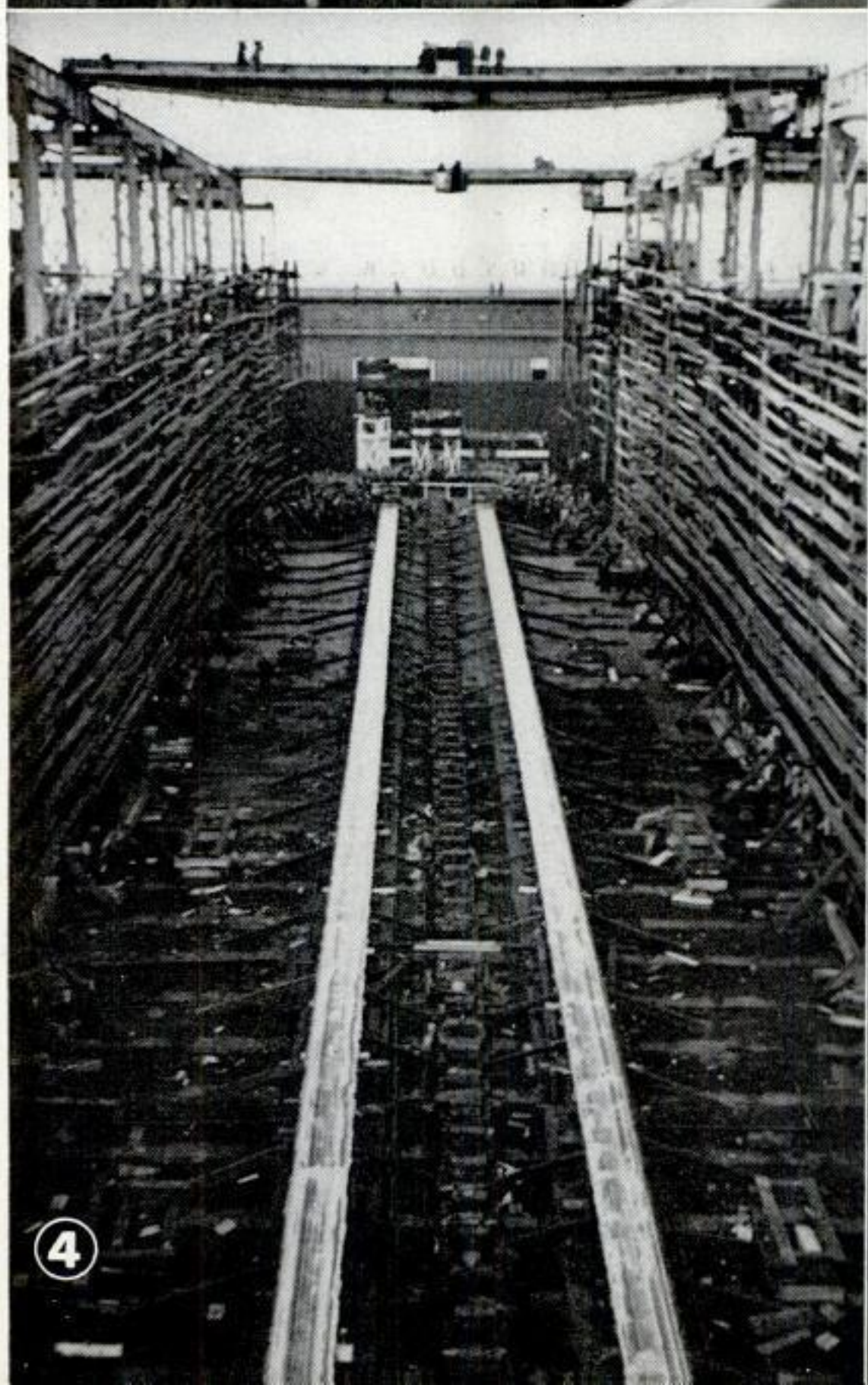
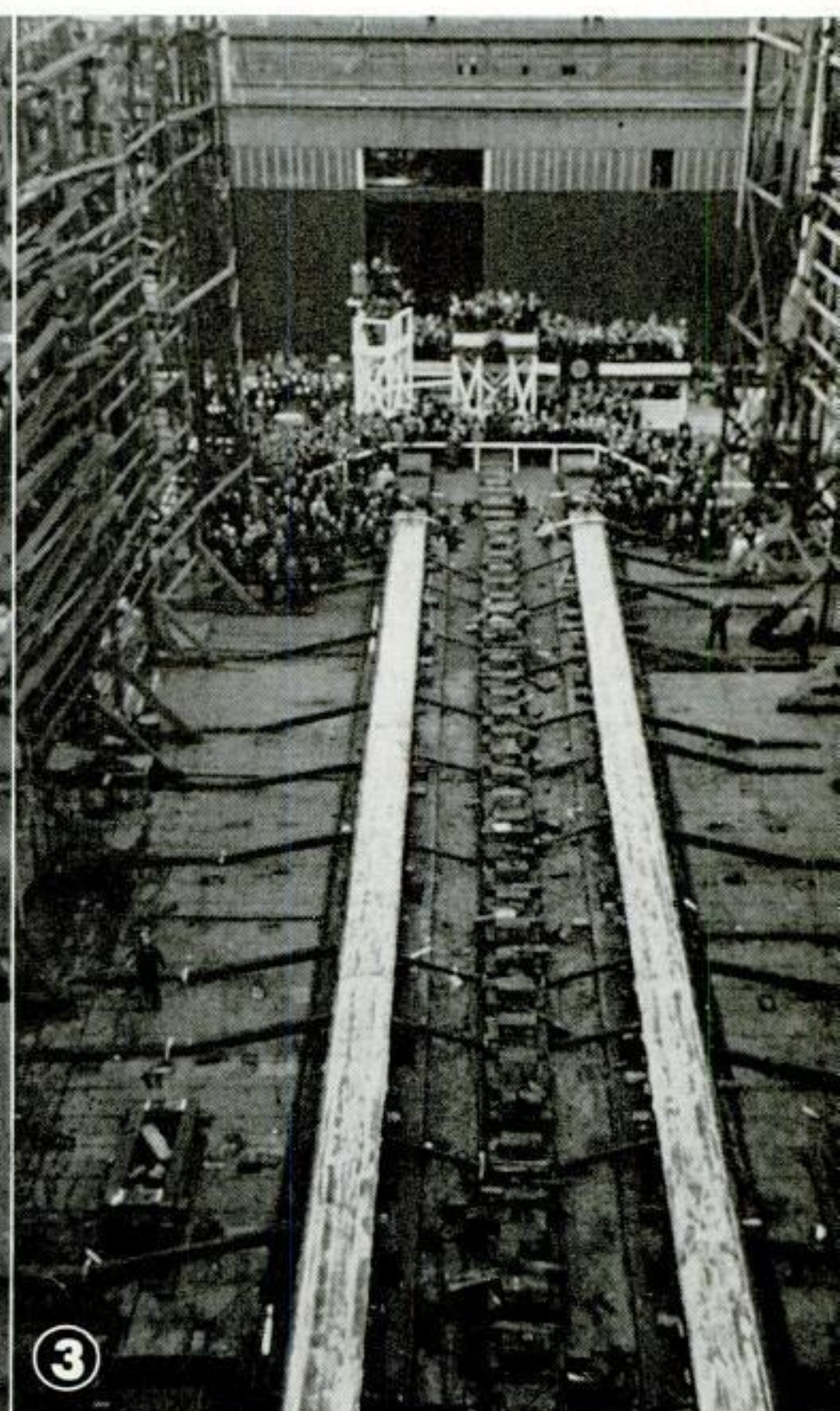
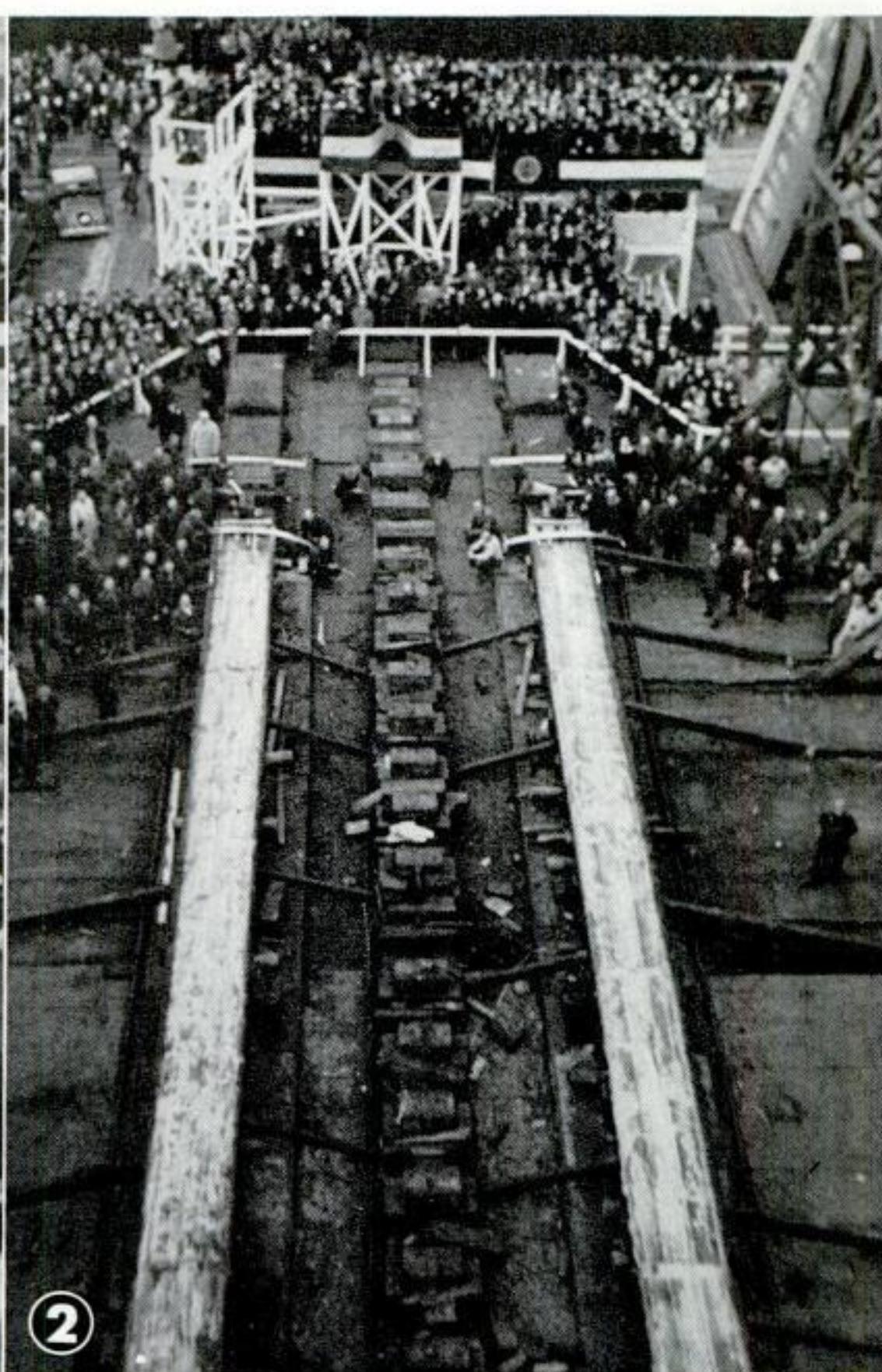
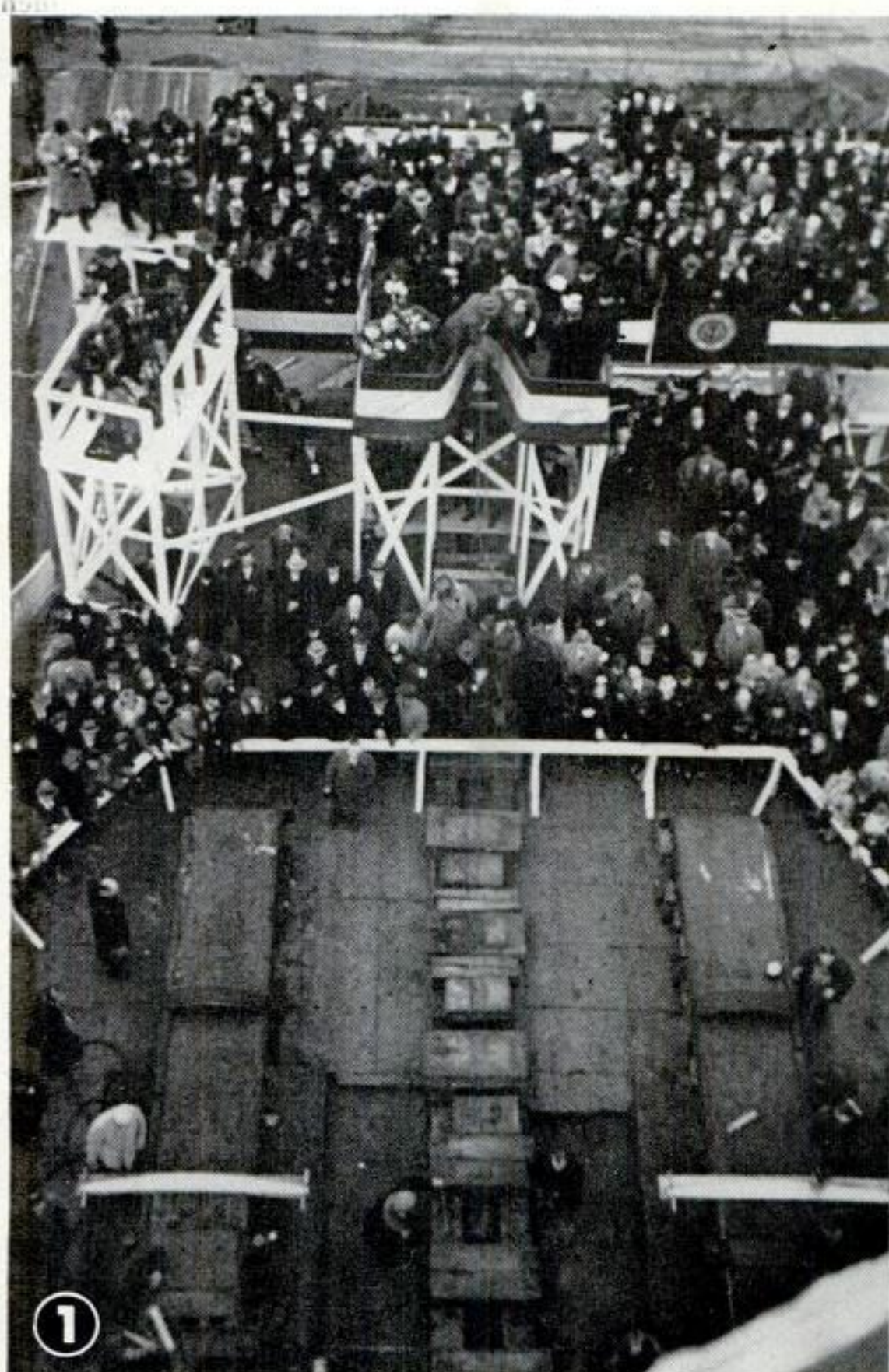
CAMERAMAN ON SHIP SHOOTS LAUNCHING IN REVERSE

In Chester, Pa. a fortnight ago, Dennis Cardinal Dougherty sprinkled holy water on the prow of Hull No. 187 in the ways of the Sun Shipbuilding and Dry Dock Co. A pretty girl named Kay Calder Lee smashed a champagne bottle and christened the hull *Rio Parana*. Yard workers sawed through retaining beams and the newest addition to America's merchant fleet, a 17,500-ton combination liner and cargo motorship destined for service on the Moore-McCormack Lines' South American run, slipped into the Delaware River.

At right you see a conventional launching picture taken from official platforms at the head of the ways. Below is a sequence by LIFE's photographer, showing how the launching looked to deckhands aboard the *Rio Parana*. In picture No. 1 Cardinal Dougherty is visible at right of center platform, news photographers in platform at left. Pictures 2, 3, 4 and 5 take you down the ways and into the water. In No. 6 the *Rio Parana* drifts gently while tugboats prepare to warp her into dock for final fitting. She will be ready for service in May.



THE 17,500-TON M. S. "RIO PARANA" ENTERS THE DELAWARE RIVER

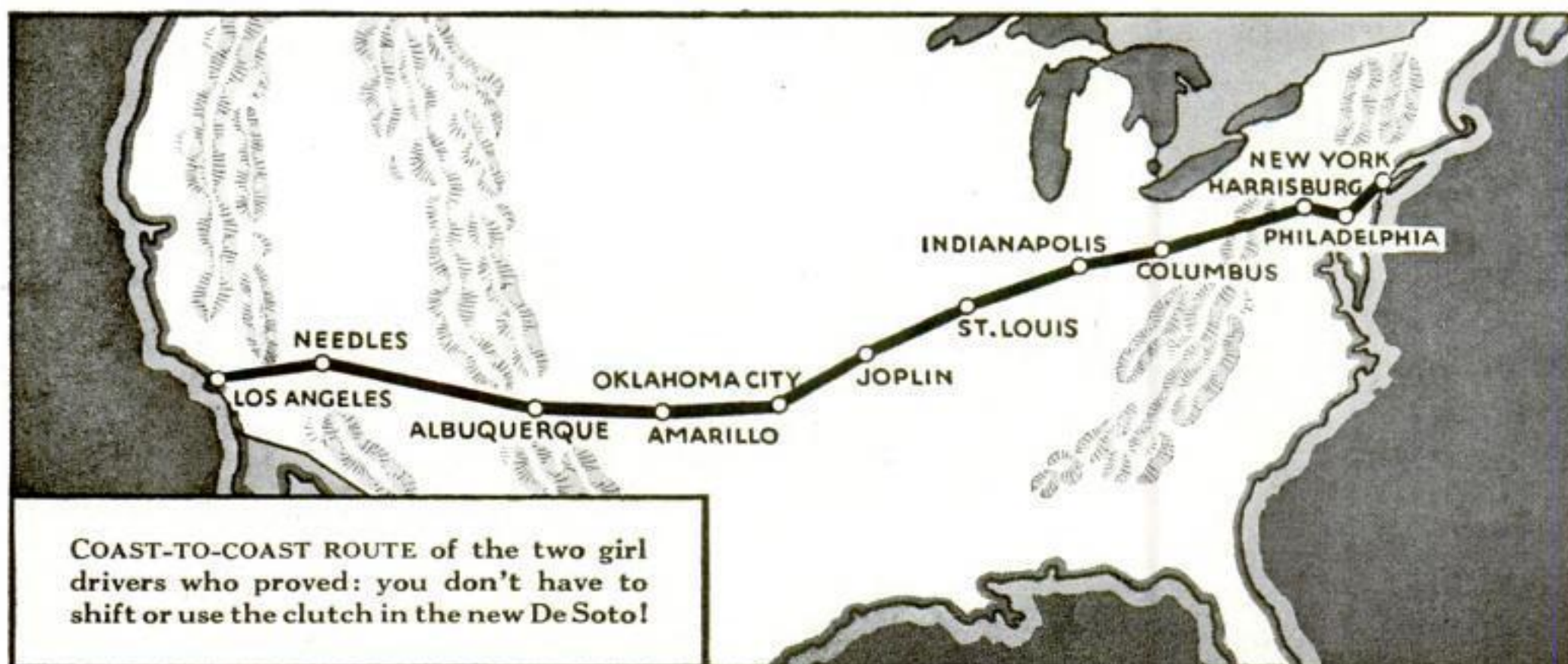


WE SAID

**"For Normal Driving—
You Don't Have to
Shift or
Use the Clutch!"**



SEE AND DRIVE THIS BEAUTIFUL 1941 CA



HATS OFF TO TWO GRAND GIRLS! Virginia Campbell (in car) and Joselyn Reynolds (standing) have just made motoring history!

They've just completed the New York to Los Angeles run in a new De Soto with Fluid Drive and Simplimatic Transmission.

THEIR RECORD: Coast-to-Coast Without Shifting or Using the Clutch Once!

Compare the trip of these two typical American girl drivers with your own driving experiences! Here is motoring's newest thrill at its perfected best...**NO-SHIFT DRIVING AS EVERYONE HAS DREAMED OF IT!**

With De Soto Fluid Drive and Simplimatic

HERE'S PROOF



TWO GIRLS PROVED IT!

Not professional drivers—just 2 typical American girls! In a new De Soto with Fluid Drive and Simplimatic Transmission, they drove—

3,070 MILES

Clear across the U.S.A....through mountains—over plains and deserts—through tangled city traffic. And their astounding record for 3,070 miles of all kinds of driving was—

COAST-TO-COAST NO SHIFT!

R TODAY_PROVE FLUID DRIVE YOURSELF

Transmission, you move from a dead stop to top speed—in one smooth surge, without having to shift or even touch your clutch pedal!

For passing or on hills—just step down on the accelerator. De Soto shifts into a special acceleration gear and shoots you ahead! Again you don't touch gear shift or clutch. Ease up on the accelerator—and you're back in cruising gear! It's No-Shift Driving at its best!

Don't miss it! Take the wheel of a De Soto. Try No-Shift Driving yourself. See your nearest De Soto dealer today. De Soto Division of Chrysler Corporation, Detroit, Mich.

TUNE IN MAJOR BOWES' HOUR, THURS., 9-10 P.M., E.S.T.

*Available at moderate additional cost.

DE SOTO

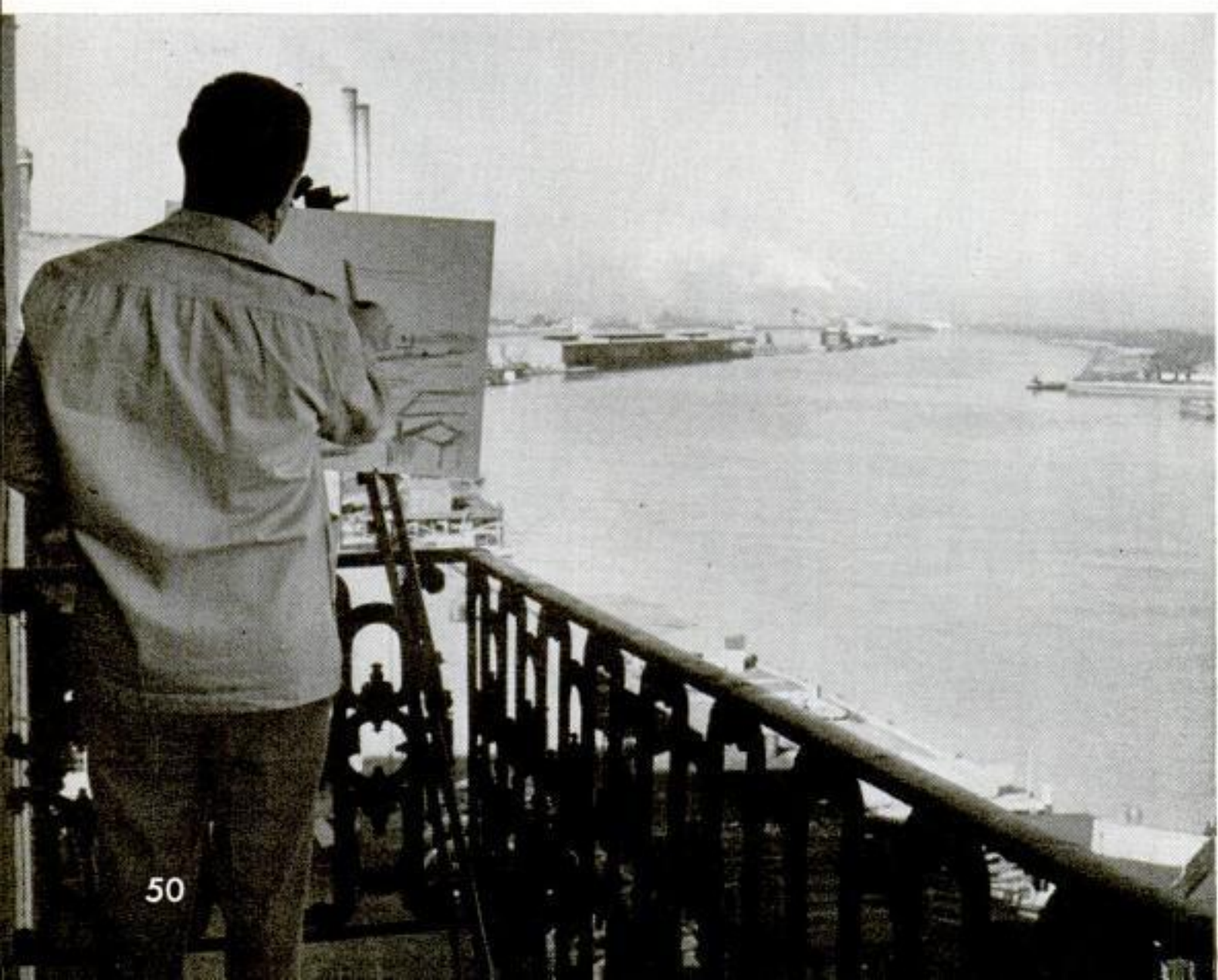
* FLUID DRIVE WITH SIMPLIMATIC TRANSMISSION!



Brook breakfasts with his wife, Libby, in a corner of their living room in Savannah, Ga., while their dog, Delano Jr., helps them consume rolls, toast, eggs, jam and tea. Mrs. Brook made coffee in percolator for LIFE Photographer Gabriel Benzur.



Brook sketches on Savannah's Wheaton Street which, as the watermelon sign indicates, is a Negro neighborhood. Below: Brook paints the broad Savannah River from his studio balcony where he sometimes whiffs the fertilizer factories along the shore.



ART



In Hollywood last summer Brook (left) did commission portraits in this studio rented from Disney Artist John McLeish, who drops in to give Brook a dash of classical music on the piano.

WHEREVER HE PLEASES, ALEXANDER BROOK SETS UP HIS EASEL AND MAKES ART PAY

On the day after New Year's, Alexander Brook and his wife drove into Savannah, Ga. They were returning home from a three-week trip to New York where Brook had painted a portrait of Fredric March's 8-year-old daughter, Penelope. Brook drove down East Bay Street under rows of live oaks. He parked in front of an old brick building that once had been the Savannah Cotton Exchange. He pulled his paints and easel from the luggage compartment of his roadster and lugged them to his fifth-floor apartment overlooking the Savannah River. He was ready for a new year's work.

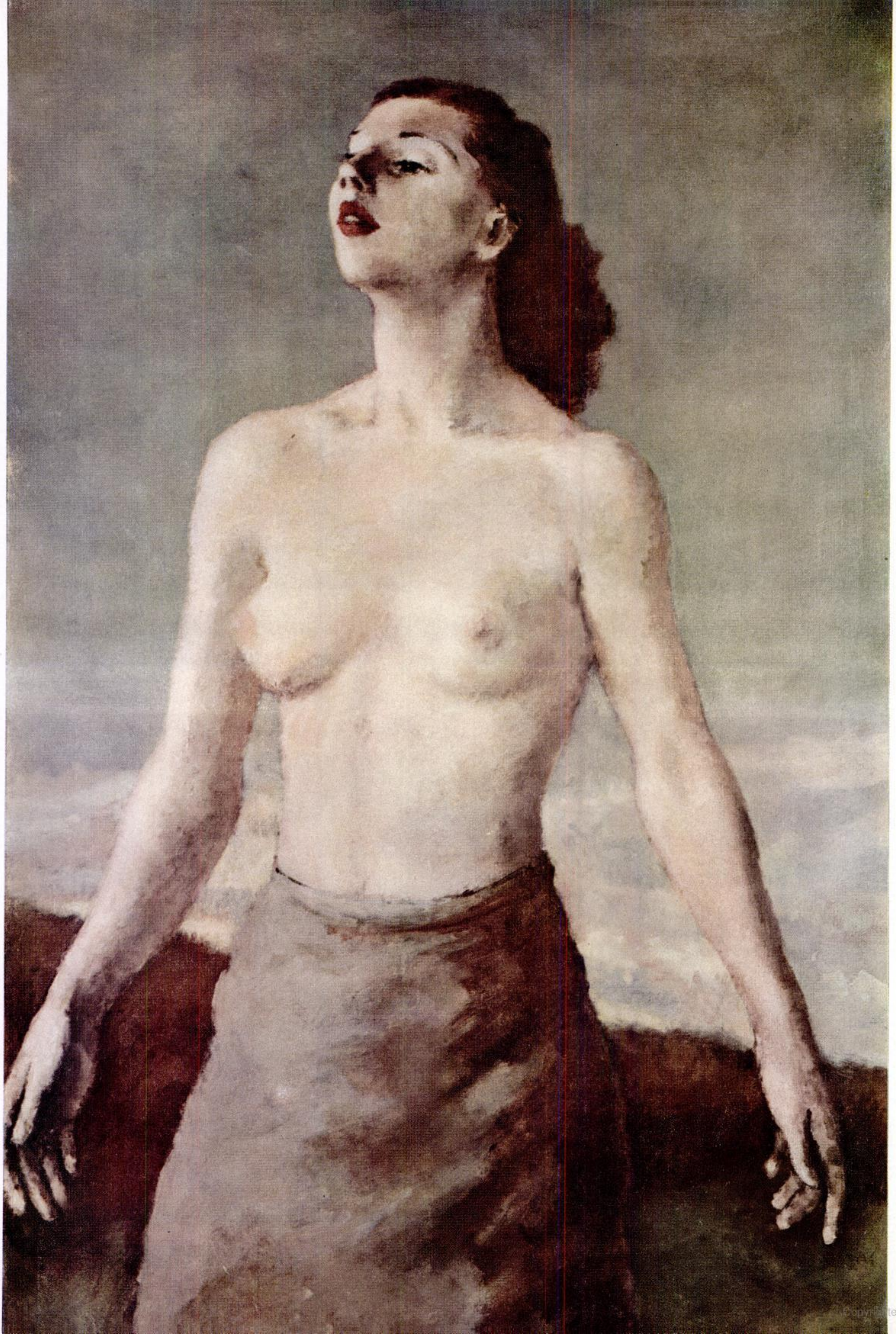
Brook's progress on the road to fame, which has made him at 42 one of America's best painters, has been as easy as his drive to Savannah. He has never hitchhiked. By his early talent he won art scholarships. At 25 he was invited to hold a New York art show, made money by teaching and writing. Consistently for 25 years he has won prizes and his works now hang in most major American museums. Divorced from his first wife, Peggy Bacon, Brook went to Hollywood last summer where he painted Dick Powell's two children and Margaret Sullivan's daughter. His fees are \$750 to \$3,000. He does not specialize in children's portraits. He paints what he pleases.

Brook belongs to no school, delivers no message. His nude *Summer Wind* (opposite) has been praised for "its resilient lift that sculptors know as the Greek inhalation." It is typical Brook, sympathetic but not sentimental, delicate but not weak. It is owned by Otto Spaeth of Dayton, Ohio.

Brook and his new wife enjoy living in Savannah. But next year they will stow his easel into his car and move away. They have no idea where.



In Savannah, Brook's good cook, Carrie, takes time off from preparing fried chicken to pose for Brook in his big bare studio. (Carrie is a daughter of the woman in *Georgia Jungle* (p. 52).






GEORGIA JUNGLE by Alexander Brook shows a Negro settlement on a dump heap on the outskirts of Savannah where shacks, fences, outhouses are built entirely out of metal scraps and the earth itself looks like rusty iron. Brook came upon this scene during a vacation from New York. Says he, "I was appalled by the poverty." Yet, characteristically, he sees somber beauty even in this dump heap and portrays this gawky little Negro family standing by a mud puddle with a kind of tender poetry. Brook invited 20 pickaninnies to his studio before he chose three to pose for these spindle-shanked children. This picture won Brook the \$1,000 first prize at last year's Carnegie International Exhibition.

PASTURE AT ELK was painted by Brook last year in a ghost lumber town 150 miles north of San Francisco where rows of deserted cabins fall to ruin and the fields about them are overgrown with weeds. Against the sky stands an abandoned locomotive, which Brook feels is a kindred spirit to the lonely nag grazing in the deep grass. Says he, "Both of them are no longer good for anything but to be put out to pasture." Here again Brook paints with a pleasantly subdued palette, uses commonplace subjects to create a mood of haunting melancholy touched off by three crows wheeling across the twilight. This picture was exhibited for the first time this month at the all-American show at New York's Whitney Museum.





MORE FUN PER GALLON


 YOU CAN'T measure it by slide-rule or calipers—but you'll know in your heart that the matchless thrill you get from a Lincoln-Zephyr is what you've always wanted in a motor car!

FOR YOU need only glimpse the breath-taking beauty of a Lincoln-Zephyr—feel the live horsepower of its 12 eager cylinders—relax in the cradled comfort of its magic *glider-ride*, to realize why owners everywhere get more fun per gallon in this "only-car-of-its-kind".


AND THAT'S just as true, whether you drive a Lincoln-Zephyr for business and social rounds of the town, or to make the whole sports map of America, from

Northern pine to Southern palm, your playground.

CREATED by Lincoln engineers and built to exacting standards in the renowned Lincoln precision plant, this new Lincoln-Zephyr is rugged, able, modern through and through, with he-car capacity to "take it." Different in design, different in basic construction, different in engine—its operating-thrift is astonishing!

 UNIT body-and-frame construction in closed body types puts steel-welded safety around you. Sound insulation hushes road noise and traffic roar. Doors open by push-button. Tops on convertible models are electrically operated. The famous new

glider-ride with scientific springing and larger shock absorbers fairly skims you over rough spots. Husky hydraulic brakes give you smooth, dependable, equalized stopping power.

 WON'T YOU visit your Lincoln dealer soon and arrange for a demonstration of the exciting new 1941 Lincoln-Zephyr? Learn for yourself the pleasure of owning a car that gives you *more fun per gallon*—to look at, to ride in, to drive!

LINCOLN MOTOR CAR DIVISION, FORD MOTOR COMPANY
Builders also of the Lincoln-Continental, Cabriolet and Coupe; the Lincoln-Custom, Sedan and Limousine.



LINCOLN
Zephyr V-12

Lines that Zing

FROM CAT CAY TO CATALINA

Keen, sensitive *professional* lines whipped into workable deep-sea slacks and jacket . . . as into your most flattering urban costumes too. . . . And a little silver label, sewed in an inner seam, takes the bow: *FORSTMANN WOOLEN — 100% virgin wool!*

For virgin wool is *living wool*. And only *living wool* can perpetuate the tailor's dream of flawless drape and fit beyond the workroom — and all through the active life of coats, suits and dresses fashioned from it. Lavishly lovely Forstmann fabrics — in colors clarion-clear or shadow-soft — are made from 100% pure virgin wools. Don't be misled by an "All-Wool" label. So often fabrics thus marked contain shoddy — dull, shapeless, reworked wools.

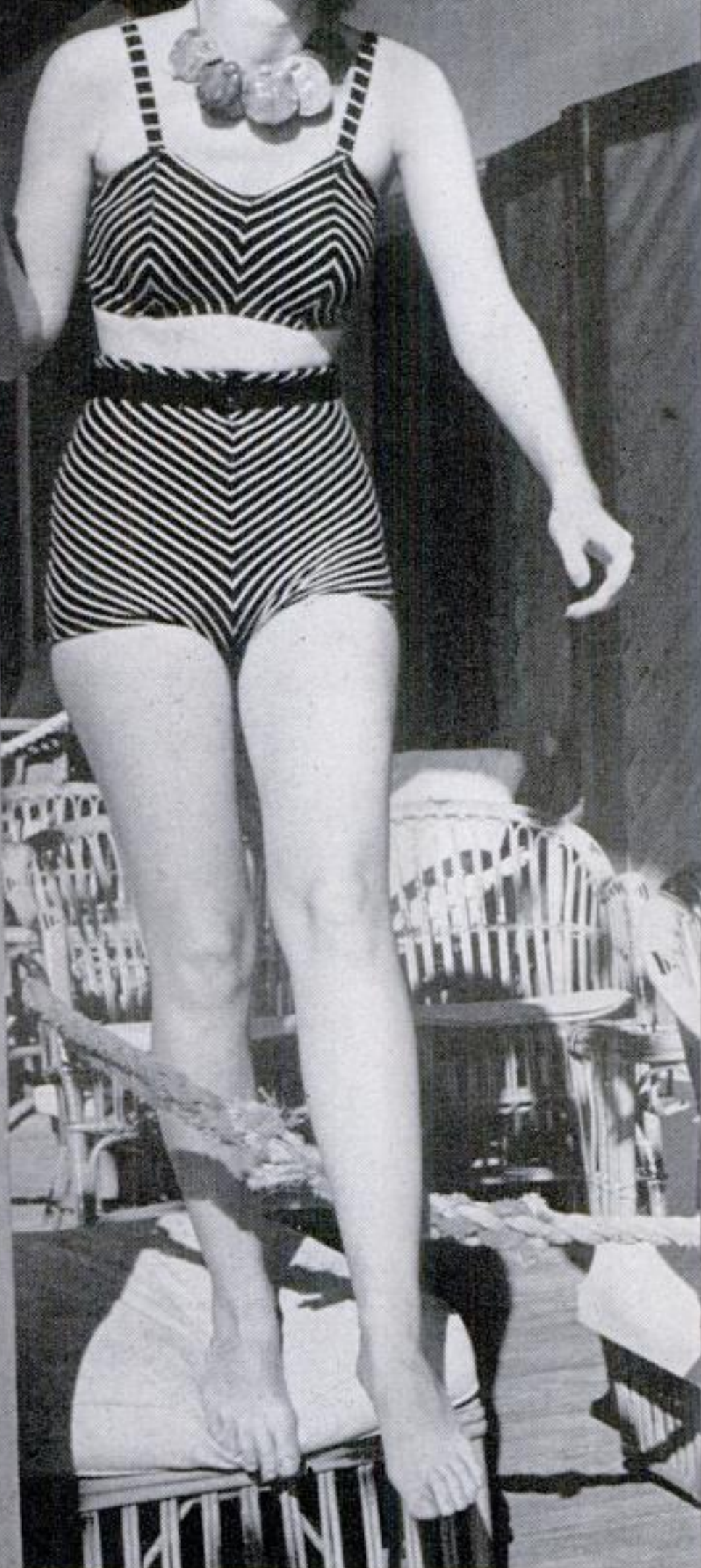
Look for the silver label!

Forstmann Woolens assure you pure, precise *fashion lines*. Lines impervious to wear. And quite uplifting to the morale.

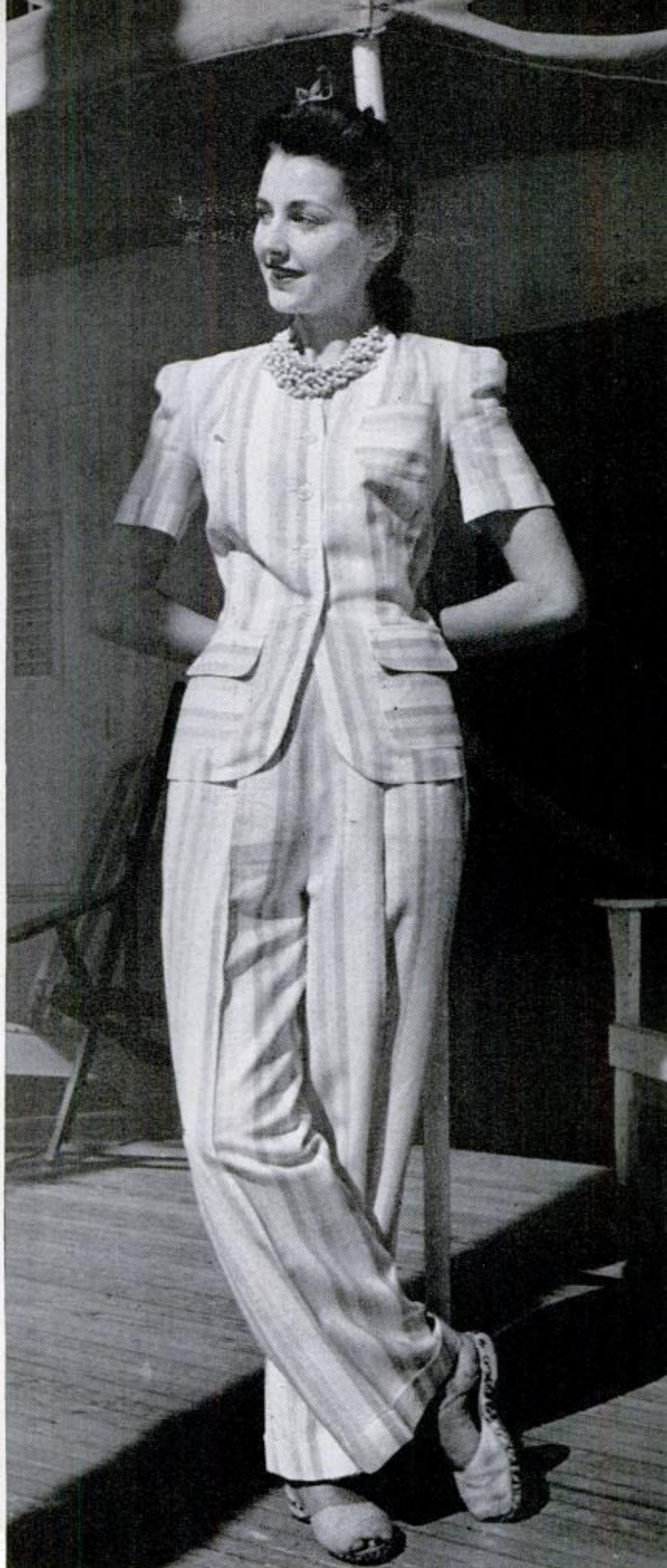


FORSTMANN WOOLENS HOLD THAT FASHION LINE IN ACTION

The Forstmann label adds nothing to price—much to good form. . . . Forstmann Woolen Company, Passaic, N. J. Sales Office: 30 Rockefeller Plaza, New York City



Diagonal stripes on two-piece wool-knit suit accentuate wearer's curves, are for the slim and young. Cost: \$8.95.



Pastel stripes in four contrasting colors are in use for jacket and slacks in this outfit of cool, non-crushable cloth. The cost is \$17.95.



Vertical stripes in smooth unbroken line from shoulder to hip characterize this swim suit which costs \$13.



Playsuit uses striped chambray for shorts, skirt and trim on waist. Suit comes in open and white and red and white. Note new-old buttons down back of waist and shorts. Cost: \$14.95.

SLEEK OUTFITS FOR SHAPELY MINORITY SPREAD GLAMOR ON SOUTHERN BEACHES

Merchants dealing in sand fashions are anticipating one of the greatest seasons they have ever had. The trek of refugees from winter cold to Southern sun is crowding the highways and airways, the streamliners of land and sea. Last winter 3,000,000 sun-hungry Northerners visited Florida. This winter an additional million is expected.

Not all of them will wear the type of clothes shown on these pages and on the cover. Many are aged and ailing. Many are paunchy gawkers. But a minority of thousands of shapely damsels will disport themselves in and out of the water in these or similar outfits. On their figures and colorful accouterments rests the youth-style-beauty reputation of Florida's famous beaches.

The fashion news in styles for Southern sands is that stripes will be in evidence on bathing suits, slack suits, playsuits, wash dresses and evening gowns. They'll be narrow and bright, or broad and pastel. Red, which has been a beach favorite for many seasons, is out of picture while all the tans, beiges, browns are in, stronger than ever. Black is the high-style newcomer—not solid black but black prints on light grounds and black trimmings. Newest among the fabrics are the rayon shantung and gabardines for well-tailored slack suits. Stealing the show are the Hula bathing suits from California (LIFE, Nov. 18). Longer jackets, not boxy but fitted, on slack suits are the designers' gift to women whose buttocks look best when concealed.

You'll like yeast this new way



**GOSH, YOU LOOK
SWELL! BEEN
EATING YEAST AGAIN?**



NO... DRINKING IT!
I LOVE FLEISCHMANN'S
YEAST IN TOMATO JUICE.
IT'S SO EASY TO MIX, TOO



JOE: You know, I felt absolutely tops when I was eating yeast. But I didn't like the taste. I couldn't stick with it.

ANNE: Same here! But this new way, in tomato juice, gives you all the benefits of yeast, plus a delicious taste. I'm staying with it this time... and twice a day, too. Nobody needs to sell me on the idea. I *know* how much better I feel.



JOE: Maybe I'll start again. I read that "yeast is one of the richest of all natural sources of the wonderful vitamin B complex." Right?

ANNE: Certainly. It's been proved, and lots of us don't get enough. That's why it gives you that up-and-coming, going-to-town feeling! Try it out again... first thing in the morning, last thing at night. And take my word for it, you'll like what it does for you.



MASH... Take a cold cake of Fleischmann's Fresh Yeast and mash it in a dry glass with a fork.



STIR... Add a little cold tomato juice, milk or water. Stir till blended. Then fill glass. Stir again and...



DRINK your yeast this delicious, easy way. It's quick, too... whole business takes less than a minute!



**Fleischmann's
Fresh Yeast**

Copyright, 1941.
Standard Brands Incorporated

DRINK IT... TO YOUR HEALTH!

Resort fashions (continued)



For moonlight bathing this ensemble has been designed. Similar ensemble last year was highly successful in St. Paul, didn't sell in Minneapolis, sold mildly in New York.



After dancing, skirt with draped top is removed, revealing a sleek, shiny two-piece bathing suit. After bathing, the skirt and top should not be put on over wet suit.

CONTINUED ON PAGE 58



Cary, Katharine and Jimmy
are three jolly chums from P-H-I-L-A-D-E-L-P-H-I-A



A blue-blooded heiress (spirited, sporting, scandalizing) gets herself engaged to a self-made stuffed shirt (pompous, petty and prudish)! When she sets out to deflate him, the feathers fly! You'll love the way Katharine Hepburn bowls him over.



Besides the stuffed shirt, there are two other fellows—they both think Katharine is rare, reckless and racy. Cary Grant is the ex-husband who's crazy about removing the 'ex' and Jimmy Stewart is a reporter who hates his assignment but loves the subject of it!



Champagne flows... moonlight beams... and things look pretty romantic to Katharine and Jimmy around midnight! They look pretty suspicious to a couple of other fellows but the whole scene will be a laughing matter to you!



It's anyone's guess who's going to meet Katharine and the parson at the finish line! But it's a fast and racy story to the amazing end! (No wonder the play rocked and shocked Broadway for a solid year.)

Cary *Katharine* *James*
GRANT HEPBURN STEWART
in
The Philadelphia Story

with **RUTH HUSSEY**

JOHN HOWARD • ROLAND YOUNG • JOHN HALLIDAY • MARY NASH • VIRGINIA WEIDLER

Screen Play by Donald Ogden Stewart • Based on the Play by Philip Barry

Produced by The Theatre Guild Inc. • A Metro-Goldwyn-Mayer Picture

Directed by **GEORGE CUKOR** • Produced by **JOSEPH L. MANKIEWICZ**



Resort fashions (continued)



Overall shorts, made in gabardine and denim, are like workmen's overalls with the legs cut off. Cost: \$4. With them are worn cotton shirts in bright checks or plaids. Cost: about \$3.



Side-draped shorts, knee length, are this year's novelty. Sleeved top when worn with a long skirt becomes a dinner gown. When removed, it reveals a matching bra for sun-bathing.



Mechanic's suit was the inspiration for this outfit. Under checked jumper is a one-piece overall cut like workmen's suits. Outfit comes in tan or slate-blue gabardine, costs \$29.95.



Like men's trousers are these slacks with tapered legs and fly front. Virtue of front closure is that it eliminates all hip bulkiness. Longer fitted jacket is slimming. Each item costs \$10.

"We Lovelands get a kick out of living— and Nucoa helps to make it easy!"



says *Mrs. W. W. Loveland,*
Mothers' Club officer with modern ideas

"Like most people with children, we keep tabs on our budget. So I was thrilled to discover that I could economize with NUCOA without in any way lowering our standard of wholesome, appetizing food. My last prejudice disappeared when I learned that this nutritious, modern 'thrif spread' contains **VITAMIN A!**"

"MY CHILDREN—Barbara and 'Wat' (Washington Jr.)—love bread 'n NUCOA. They seem to get their Vitamin A, all right. They're pictures of health, winter and summer!" Yes—here's a point important to all mothers: NUCOA supplies Vitamin A—and supplies it as fully in winter as it does in summer. Every pound of NUCOA always contains over 7,500 Vitamin A units—guaranteed by scientific test and control.



DAD SAYS it's a true test of flavor when a spread, melting into hot waffles, tastes sweet and fresh as NUCOA does! NUCOA, you see, is never held in storage. It is freshly made the year around, on order only. In every way NUCOA is a real quality spread for table use—yet it saves you money on every pound!



"FOR SEASONING broiled meats, sauces and hot vegetables, and for giving fried foods like eggs and potatoes real homey flavor, NUCOA is perfect!" says Mrs. Loveland. "It's so luxurious—yet so inexpensive, thank goodness, that I can use it with a free hand!"



"HERE'S WHERE I TRIM YOU, DAD!" boasts "Wat," who has a swell back-hand at ping-pong. The brimming energy of this happy, active Loveland family speaks well for their diet. And in this, NUCOA certainly plays its part, for NUCOA furnishes as much food-energy as the most expensive spread for bread. Every pound supplies 3,300 food-energy calories.



NO WONDER Barbara hangs around to lick the mixing spoon—NUCOA gives Mrs. Loveland's cakes the rich flavor which only a delicious spread for bread can give! NUCOA is made from pure, American-grown vegetable oils, churned in fresh pasteurized skim milk. That's why it tastes so good . . . has such smooth, "workable" texture . . . such real food value. So different from old-time margarines—and so digestible, too!

★ ★ ★ ★

We wish to thank Mr. & Mrs. Loveland for the friendly compliment they pay to NUCOA in permitting us to go into their home and take this group of informal pictures.

The Best Foods, Inc.



For table use, tint NUCOA golden-yellow with the pure Color-Wafer included in each package. For cooking, use it just as it comes—a pure, natural white!

MRS. LOVELAND, IN ECONOMIZING WITH NUCOA, IS IN LINE WITH THE LATEST KNOWLEDGE ON FOODS. THIS DELICIOUS MODERN MARGARINE HELPS BALANCE THE BUDGET AND THE DIET, TOO!

PHYLLIS WILSON, Graduate in Home Economics, Syracuse, '40

THE WHOLESOME "THRIFT SPREAD" WITH **VITAMIN A**



MARIE...and her four sisters, enjoy delicious KRE-MEL

*The Dessert
selected for the Quints
by *Dr. Allan Roy Dafoe*

No child—no adult either—can resist the enticing flavors, the rich, mouth-watering goodness of Kre-mel. For these satiny-smooth desserts are *extra* delicious, deeply satisfying.

But these are only two of the reasons why the healthy, happy Dionne Quintuplets are served Kre-mel. Its rich Dextrose content was a big factor in its selection. Dextrose, as most mothers know, is the sugar everyone needs every day for energy and activity.

Kre-mel may be served in many delightful ways. These flavorful dessert powders make glorious puddings; rich, creamy frozen desserts; wonderful cake fillings; pie fillings that are marvels of smoothness and flavor. Kre-mel is quickly, easily prepared—*surprisingly economical!* And you have a wide variety of tempting, interesting flavors.

Thrill your family with a grand Kre-mel Dessert tonight! What's their favorite flavor—Chocolate, Vanilla, Butterscotch, Lemon, Caramel? Or would you like to surprise them with the irresistible, new Kre-mel PEPPERMINT CHOCOLATE Flavor! Your grocer sells Kre-mel Dessert.

The Quaint Wistful Quint

Marie's first portrait from real life reflects the shy, sweet reticence of the most demure of the Dionne Quintuplets. This charming character study is third in the Kre-mel series, "The Quints as Individuals", painted by Willy Pogany, famous American artist. Yvonne was first, then came Annette. Now you see Marie. Watch for

Emilie and Cecile. They're enchanting! Marie isn't talkative, but she has decided opinions and expresses them very well. On the subject of desserts, she is eloquent about the wonders of the Quints' favorite—Kre-mel.

Tiniest of the Quints at birth, Marie has caught up to Yvonne, the biggest Quint at

birth in weight and height. A wonderful tribute to the scientific dietary care given these amazing children!

***DR. ALLAN ROY DAFOE SAYS:** "Kre-mel was selected as an excellent nutritious dessert for the Dionne Quintuplets. Its rich Dextrose content supplies valuable food-energy for active growing children."

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King Features Syndicate

Marie

REMEMBER—KRE-MEL DESSERTS ARE RICH IN DEXTROSE—FOOD-ENERGY SUGAR



VANILLA
PARFAIT

Smooth ice-creams, delicious fruit moulds, "Tortoni" and dozens of refreshing frozen desserts may be made with Kre-mel.



BUTTERSCOTCH
PUDDING

Milk, Kre-mel, and a little cooking—*presto!* You have a glorious, satisfying dessert! Use Kre-mel Butterscotch Flavor for pies, too!



TANGY
LEMON PIE

Make it the sure, easy and economical way with Kre-mel. Get perfect consistency, full, tangy lemon flavor every time!



THE KING'S
GIFT

A thrilling new dessert made with Kre-mel Caramel Flavor. A wonderful party treat. Follow the recipe on the Caramel package.



CHOCOLATE
SULTAN

A dream of a fruit and nut dessert, prepared in five minutes. Recipe on back of Kre-mel Chocolate Flavor package.



NEW! THE LATEST ADDITION TO THE FAMOUS FIVE

The newest flavor Kre-mel—PEPPERMINT CHOCOLATE makes ice-cream, puddings, pie fillings that are a delightful blend of rich chocolate flavor and mint. Try this exciting new dessert tonight!



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STUDENTS OF THEODORE ROOSEVELT HIGH SCHOOL IN DES MOINES ARE GAY AND HIGH-SPIRITED. THEY ARE ALSO FURIOUSLY CONCERNED WITH PRESERVING DEMOCRACY

DEMOCRACY IN U. S. SCHOOLS

Young Americans discover the responsibilities of freedom

There are 20,000,000 high-school graduates in the U. S. now. In a few years, if things go along as they are now, there will be 30,000,000 high-school graduates in the U. S. The way these graduates feel about democracy and the way they act on their feelings will assume an importance almost beyond exaggeration in the coming life of the country.

Not long ago, 2,000 students in 40 high schools were asked to write down their definitions of democracy. One out of ten gave vague or confused answers. All the rest were clear and expressive. But most of them discussed democracy solely in terms of individual rights and privileges. Only a third of them were also concerned with the responsibilities an individual had to shoulder in order to enjoy those rights and privileges.

In a relaxed time, a time when citizens could take their democracy placidly, such a limited concept of its meaning might be of small importance. But not today when democracy is a hard fact which men are

desperately defending. The magnificent American high-school system, which is unequaled in all the world, is now fluttering violently with programs for teaching democracy. Sometimes the flutters produce nothing more than a decision to salute the flag and sing *God Bless America* at least once every day. But the basic question facing the schools is simple: Are they convincing U. S. youth that democracy is worth defending?

In many schools this question is being honestly answered in a way which is heartening and exciting to anyone who has fearfully watched the efficiency with which dictators have bred unreasoning discipline into their children. Three such schools are described in these pages. One in Des Moines, Iowa, whose students are well-off, teaches the practical workings of democratic government. Another in Rochester, N. Y., whose students are a big-town polyglot assortment, teaches democracy by letting students govern themselves democratically. The third school, in Holtville,

Ala., has made itself and its students the center of the social and economic life of the countryside.

In the picture above, students in the American Problems course at Theodore Roosevelt High School are standing outside the fine façade of their school. The brick and marble walls of Roosevelt High spring right up out of the unbroken Iowa sod and the students who go there are as immediately Midwestern as the prairie their school is built on. In general their parents are better off than the average Des Moines parents. More than an average number of Roosevelt graduates go to college. Roosevelt was the only school in the city whose students, in mock elections last fall, elected Willkie. These youngsters are not vociferous radicals but boys and girls earmarked to be the conservative, influential, upper middle-classes of the future. They have become deeply and furiously interested in the most practical aspects of preserving democracy, i.e., through good, efficient government. What they learn is told on the next page.

DES MOINES

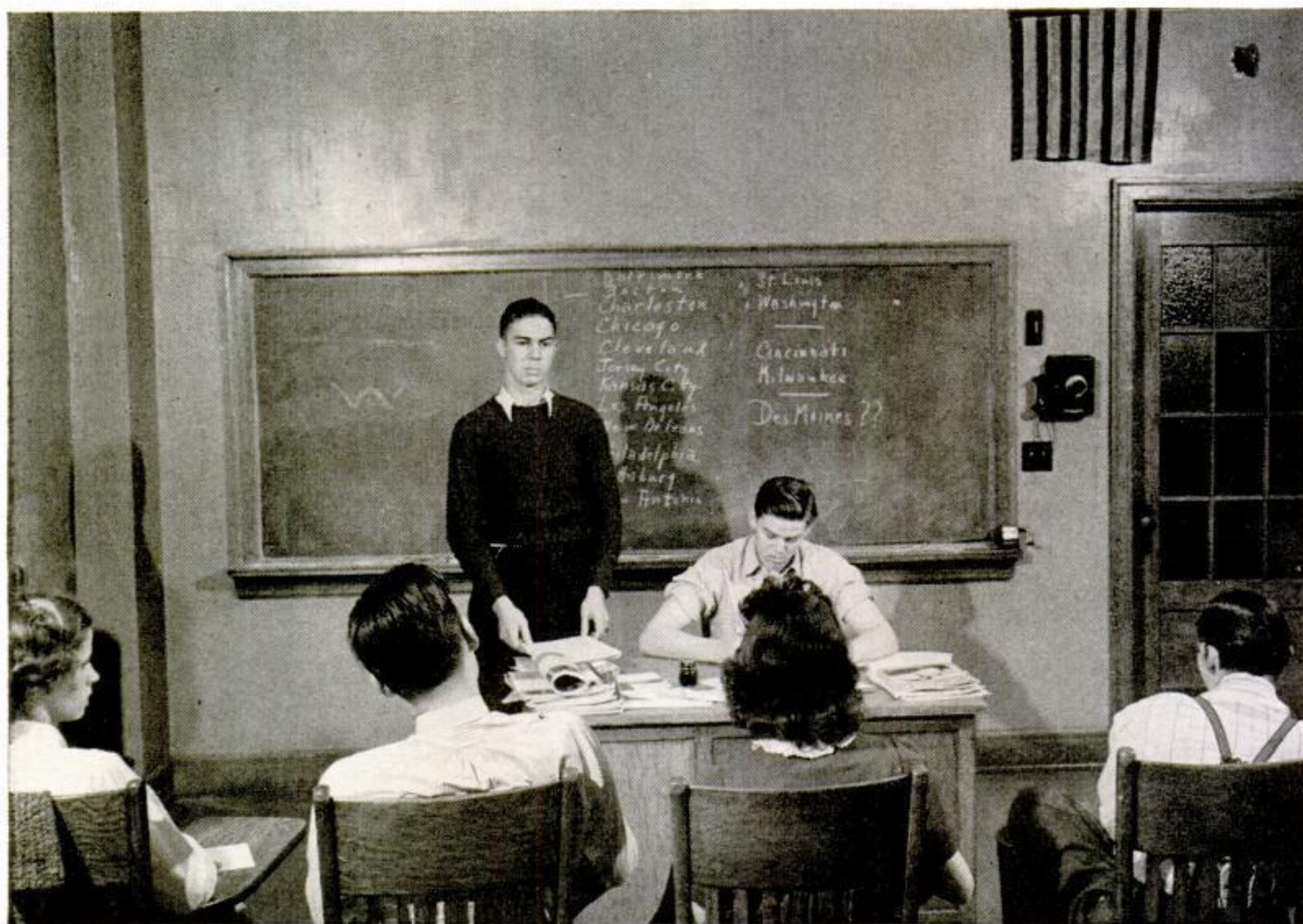
Roosevelt students get into politics

The students at Theodore Roosevelt High School in Des Moines learn the ways of democracy by finding out how democracy functions in the practical spheres of politics and city government. Their burning enthusiasm has won the admiration of Des Moines grownups but the Mayor of the city says, half jokingly, that he sometimes finds their interest a little wearing. He doesn't mind their coming constantly to his office to check up on supposed scandals, as the group below is doing. But he does find it tough when they telephone him while he is shaving or eating breakfast to inquire about the smoke commission or the street-cleaning department.

In the opinion of the Educational Policies Association, which has surveyed high schools all over the

country, the most effective work in the study of democracy is done in Roosevelt High's American Problems course. Conducted by a brisk little teacher named Earl Kalp, the classes enlist 250 seniors and are soon to be copied throughout Iowa's schools. The course starts with the topic "Democracy and its Competitors." After a general survey, the students focus on specific problems. Some units take up international affairs—the faces of most of the students on the opposite page were photographed during a hot debate on giving aid to Britain. Other units take up civic government.

Throwing their hearts and souls into their work, the American Problems students find themselves carried far outside the classrooms. After a study of mu-



Civic corruption is discussed in American Problems class. Of the cities named on the blackboard, only Cincinnati and Mil-

waukee have satisfactory records. There are question marks after Des Moines and the class votes to investigate their city.



Finding out about Des Moines, the class invites Rev. Thomas H. Gallaher, crusading Methodist preacher, to



A delegation calls on the Mayor to ask about liquor-law violation. Mayor Mark Conklin gives down-to-earth answers.

If citizens want liquor, he says, they will buy it, law or no law. It is a case of revising the law or reforming the citizenry.



At the city-hall jail, the students look at the cells and make a first-hand investigation of prisons. Student dele-



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ROCHESTER, N. Y.

Benjamin Franklin boys and girls obey their own laws

It is a moving and impressive moment when 2,000 students of assorted backgrounds and races stand up in assembly at Benjamin Franklin High School in Rochester, N. Y., and repeat their allegiance to their flag (opposite page). But watching the boys and girls in this solemn moment is actually not so impressive as watching them in the ordinary affairs of their daily school life. At Benjamin Franklin, the system of student self-government has reached a state of high and healthy development. And this system has grown right out of the needs of the school itself.

Benjamin Franklin High School was built in 1930 to house 3,000 students. An enormous educational plant, it has 500 rooms, a mile of corridors, a gym which holds 2,400 people. But despite its size, the school is badly overcrowded, today has an enrollment of 4,100. Restricted in action and movement, the hemmed-in students have had to learn to exercise the kind of restraint which a democratic society imposes on individuals. The students set up their own rules and enforce them. They conduct the assemblies, run hall traffic, take care of the library and the lunchroom, even lead some classes.

But restraints do not hamper the real fun or freedom of school life. Most of the students come from a poorer section of the city and find school a great adventure. Laws do not dampen their zest or creative spirit. So powerful is the democratic spirit at Benjamin Franklin that the school paper was able to persuade teachers to eliminate weekend homework by promising that students would work harder during the week to make up. The plan is being successfully carried out because the boys and girls at Benjamin Franklin have, in the best tradition of democracy, learned to show a healthy respect for the rules that they themselves set up.



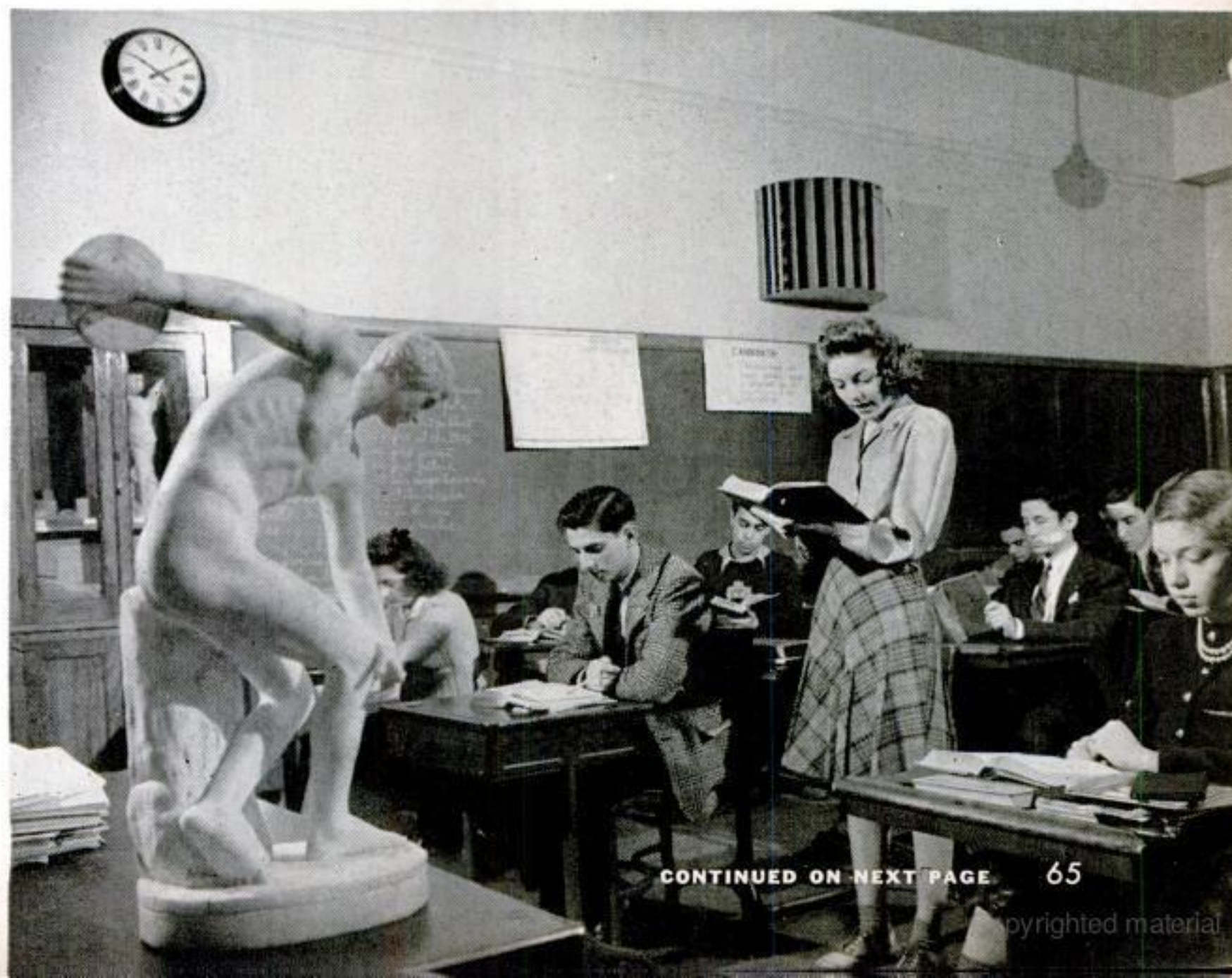
The Student Activities Committee stages periodic drives to get the younger students into student organizations. Small parades, usually led by a drummer, burst into the classrooms during school hours, wave their slogans at the classes. There are about 50 clubs and societies in Benjamin Franklin High School. Most of the students belong to at least one of them.

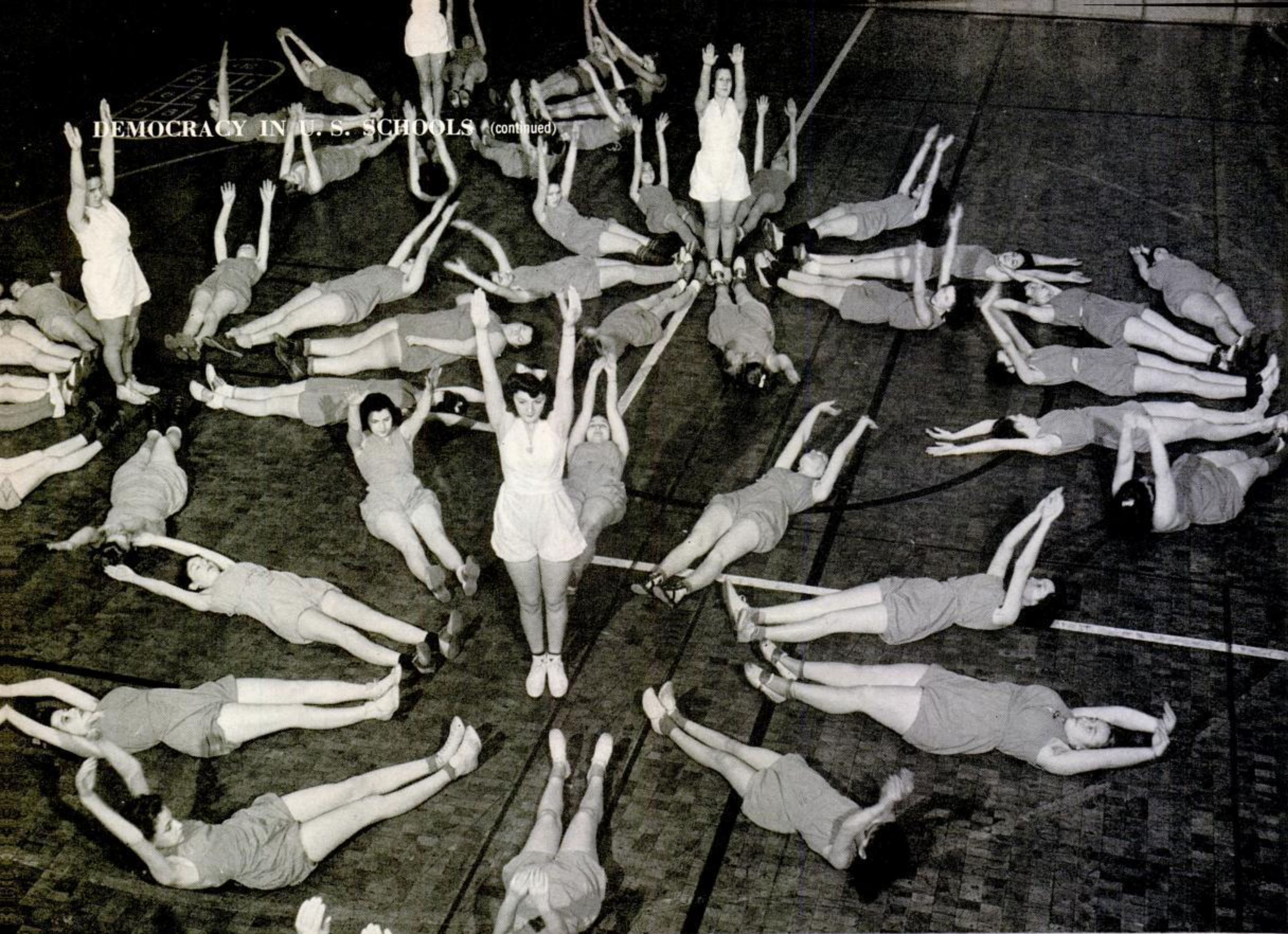


The student council is top group in an elaborate hierarchy of student government. It debates and passes upon all school rules. Above are President Joe Smyda and Member Joyce MacKellar at an executive council meeting discussing a plan to co-ordinate school activities' finances. Below: Latin class studies Vergil, learns why and how democracy declined in ancient Rome.



News broadcast opens social-science class. One newscaster ended his script: "Your correspondent could have told Il Duce that when you put your fingers in boiling Greece you get burned."





↑ **Students are teachers** in physical-training classes where seniors with good grades and good school-citizenship records can take charge. Here some girls of the Special Honor Group lead a rompered class in exercises. Other leaders officiate at school games and a controlling group manages intramural sports, runs school's social events.

↓ **The school showers** are a steam-heated melting pot for boys of all classes and races. One boy provided a caption for this picture. He wrote: "The example of democracy the boys displayed was that they did not shove each other around to be in the picture or underneath the shower. They awaited their turns instead."





Corridor Aid is one of the most honored posts at Benjamin Franklin. Aids spend an hour a day in corridors, studying while they police the school. Joyce MacKellar (*above*), the per-

fect picture of a fine high-school girl, is an honor student, school publicity chairman, senior class chairman, member of student council (*page 65*) and second soprano in the choir.

HOLTVILLE, ALA.

Its school is center of all community life



PRINCIPAL JAMES CHRIETZBERG

Almost everywhere a school lives within its community. But in Holtville, Ala., it is just the other way. Here the community lives within its school. If by unhappy chance Holtville High School should disappear, most of the social structure of the community and an important part of its economic structure would also collapse.

Holtville is a tiny village 25 miles from Montgomery and five miles from the nearest post office. It is set in an average farm community. Holtville High School set out to fit its students for their future life in Holtville. In doing this the school has completely taken the lead in all community life by making the community a better, richer place in which to live.

When it was found, for instance, that a fourth of the meat slaughtered in the county spoiled because of lack of refrigeration, Holtville High set up a slaughtering and refrigeration plant. Last year students butchered and cured 50,000 lb. of local meat. When an expert declared that canning could add \$300 to the annual income of farm families, Holtville High set up a cannery. Last year students in the cannery put up 8,359 cans of corn, okra, kraut, apples, peaches, etc. Under teacher guidance or supervision, they also set out 100,000 slash-pine trees and 8,000 peach trees, contour-plowed 600 acres of land, hatched and sold 23,000 blood-tested chickens, sprayed hundreds of peach trees.

The farmers paid for the service—\$1 per acre for plowed land, 8¢ per blood-tested chick, \$1 per slaughtered animal. The money went to pay off loans on equipment, buy new equipment. Everybody got much more than his money's worth, for both children and their elders were learning how to be better farmers.

The school also makes life in Holtville more pleasant. The students run the weekly movies. They conduct a community lending library and a barbershop. They watch over the health of young pupils, put out the only local newspaper. For themselves they run a bank which accepts deposits, makes small loans.

This group action for the good of the group is the best kind of object lesson in a working democracy. The school itself breeds self-reliance. There are no rigid class schedules. When a boy enters school, he writes down what he wants to learn—Latin, farming, history, canning, trombone playing, etc. He is assigned to classes accordingly. If at any time he wants to do something special, he writes his teacher and explains that he will not be in class for a while because he wants to learn how to butcher or string electric wires. At regular intervals, he writes a report on his work and progress to his parents and his teacher adds any appropriate comments. If a senior gets a job before graduation, he can study at home and graduate with his class.

Only one out of four Holtville graduates goes to college but so good is their scholastic training that not one college entrant in recent years has flunked. Holtville's principal, James Chrietberg, who comes from the nearby town of Eclectic and once worked in a shipyard, says that Holtville demonstrates to children how planned democracy can work. "People think children can't plan," he says. "If you treat them like children, they act like children. And vice versa."



The Holtville campus spreads over ten acres. In addition to the high school (left) and the grade school (right), there

are a dozen frame buildings, two student-built cabins. Students enjoy traipsing from one building to another.



Corn remover, nail-polish remover, shampoo lotion, toothpaste, simple cosmetics and drugs are made in chemis-

try class and sold to farmers and cotton pickers. Best-seller is corn cure which costs 1¢ to make, sells for 10¢.



The electrical group goes out to wire a new Church of Christ at Lightwood, seven miles from the school. The

boys received \$4 for the job from the builder, a cotton-mill worker who built the rest of the church by himself.



The barbershop caters to both students and outsiders. A haircut is 10¢, shampoo 10¢. At girls' beauty parlor hair waves cost 10¢.



Community movies are run off every Saturday night in the school auditorium. Admission is 10¢. During intermission

a student sells fudge made in the school (above, left). On good nights the school nets as much as \$10 from its movie shows.



Health group keeps a record of the condition of grammar-school children, administers first aid for burns, cuts and fainting spells.



The Holtville Swing Five—four instruments and hot singer—play for school dances and outside parties. They are

especially good in slow-moving Southern blues. A regular school band of nine pieces plays on more formal occasions.



Student plumbers take care of all the school piping. Here are a couple of its members fixing up an ailing drinking fountain.



Future Farmers of Holtville pledge allegiance to their flag at the opening of their meeting. The school has its own ten-

acre cotton farm for experiment and training. Most of the classroom furniture is made and repaired by the students.

Cannie Morris Turnipseed describes Democracy

Turnipseed is a common name in Alabama but Cannie Morris Turnipseed of Holtville High is an uncommon girl. Miss Turnipseed, 17, is editor of the weekly Holtville Hi-Star. Assigned to write an article on democracy, she turned out the little essay below. It is reprinted here because Cannie Morris Turnipseed, in a direct and instinctive way, describes not only what democracy means in and to Holtville but what it should mean in every U. S. school.

The democratic spirit at Holtville is not a material thing. It is not a system of freedom or privileges. All the privileges we have are an outgrowth of this spirit.

Democracy is not all fiery orator's freedom of speech, and lack of racial prejudice. It is more than just life. It is an elusive, intangible thing, a feeling in the air, like spring. A quickening of the pulse, a lift to the heart. Holtville has that. You feel it when you enter the school building, you hear it in the classrooms and you see it in the friendly faces of the students.

Holtville isn't perfect, but neither is the U. S. But just as the U. S. is the closest approach among the nations of the world to the fulfillment of all the promises held in that nine-letter word, "Democracy," so is Holtville among the schools of the world.

To be a citizen of a democratic country requires a more intelligent, well-informed, spirited person than is required by the passive, unresisting submission to discipline found in totalitarian states. Dictatorships stamp out the initiative and the imagination of the people and leave only an automaton who can only obey orders. Too many of our schools of today are operated on a dictatorial plan. The students are told exactly what to do, and no deviation from the plan worked out by headquarters is allowed. No allowance is made for the peculiarities and idiosyncrasies of individuals. The tiny sparks of genius are stamped out, all are pressed into the same mold, and graduates are turned out rubber-stamped "made in high school."

At Holtville we attempt to give our students a start in living. We do not turn out high-school graduates; we turn out educated citizens. Living congenially and happily among others is an art that requires experience. Holtville gives her students years of practice under the guidance of older people, as well as an understanding of beauty, and spiritual fulfillment of being a free person.

The last 20 years have seen great changes in the world. We live at a different, faster pace: our clothes are different, our environment is different, and above all, our thinking is different. The world of today is far removed from the post-War mad-

ness of 1920, but we have developed a peculiar madness of our own. Socialism, Fascism, Communism, and all the other "isms" have grown from the theories discussed by scholars and the ranting doctrines expounded by soapbox orators to armies of uniformed men led by fanatics, to the cries of persecuted minorities and to the roar of cannon and bursting of bombs which mean the second world war.

These things have been allowed to happen because the people of Europe never realized what the word freedom really meant. When they were given their freedom after the Great War they failed to grasp their opportunities. Men and women who had been sheep for centuries could not turn in a moment and become mountain goats. They were accustomed to being led, not leading.

Our nation was developed through the talent, energy, brains and work of men whose guiding star was the thought that "all men are created free and equal." In our educational system this thought has been obscured by the effort to reduce our illiteracy rate. Reading, writing and arithmetic are not enough. We must give our citizens ability to get the most out of each fleeting moment, to live peacefully and happily with others and above all to hope. Holtville with its democratic spirit and its progressive system is doing this.



Cannie Turnipseed interviews the president of the county school board, Archie Charles Allen, whose crossroads store is the biggest establishment in Holtville. Cannie is writing a series on the members of the board and finds that Mr. Allen wholeheartedly approves the

Holtville system. His son goes to Holtville. A good newspaper woman, Cannie expects to study journalism at college. In writing her interview with Mr. Allen she reported that while they were talking, "farmers, housewives and loafers walked in and out of the general store."



In the school refrigeration plant two young Holtville boys are taught how to cut up a quarter of fresh beef



London shoppers have grown accustomed to making detours about damaged buildings. This picture, taken in

front of Bourne & Hollingsworth on Oxford Circus, is unusual because censor passed dead man at feet of bobby.



Londoners steal rides on the back of a truck, like U. S. small boys, to avoid rush-hour congestion on buses and tubes. The necessity of long

LONDON STANDS UP TO THE BLITZKRIEG

ITS UNRUFFLED CITIZENS TIDY UP BOMB CRATERS,
PLAY SHELTER GAMES AND GET ON WITH BUSINESS

by WALTER GRAEBNER



As head of TIME Inc.'s London office, Walter Graebner has lived and worked in the heart of London since the German air attacks began. In September his house was damaged by a bomb while he was asleep. Since then he has slept in the TIME Inc. office, beside his desk on nights when the bombing was light, in the basement shelter on bad nights.

Last week Graebner arrived in New York for a brief visit, after which he will return to London. In this article he gives a picture of how Londoners live under the nightly German siege.

Worst bomb crater in all central London is at Charing Cross Road. It took two months to bridge it.



Beds fill the basement corridors in London's Westminster Hospital, in order to allow the patients to sleep undisturbed. Hospital rou-



tines function smoothly in spite of emergency arrangements and mounting civilian casualties, coming to some 43,000 since July.



detours about bombed streets has considerably cut the bus service and prompted the London Transport Board to import buses from other cities.



Sandbag barricades guard the approaches to all London nerve centers such as the Admiralty, Broadcasting

House, factories, stations, utilities. This one, manned by machine gunners, protects the Prime Minister's house.

London is in a state of siege, the outcome of which will probably determine the winner of World War II. For six months the 6,000,000 inhabitants left in the great, gray city have been living under the terrible threat of invasion by the greatest army on earth, encamped across the English Channel less than 100 miles from Buckingham Palace. Londoners on the southern outskirts of the capital can sometimes even hear the big guns shelling the coastal cities where the Nazis might try to establish bridgeheads. Against the chance of invasion, from all directions at once, the British General Staff have heavily fortified and mined every winding road and broad thoroughfare leading into London. Home Guards and crack troops with machine guns and rifles stand guard 24 hours a day at railroad stations, Government buildings, factories, bridges and other key points. Sandbagged barricades and small concrete forts have been built at all important intersections. Armored cars, Bren gun carriers and lorries rumble through the streets continuously while raw British tommies and their allies train in the streets and squares.

Air-raid warnings, bursting bombs, roaring planes, clanging fire engines and racing ambulances keep the whole town fitfully awake to the endless bombardment from the air. Against the nightmare backdrop of this huge and terrible siege, the life of London continues with calm, incongruous persistence.

Londoners are admirably suited to stand up to the blitzkrieg. Small and wiry, they can slip quickly into low cramped Anderson shelters and dugouts. Phlegmatic, they express practically no emotion when death and disaster strike near. Unused to a high standard of life, they don't grumble when they lose their homes, their possessions and their jobs. So long as they can have three or four cups of tea every day and go for walks, their two most cherished desires have been satisfied. Because for centuries they have braved one of the world's worst climates, sturdy Londoners do not find leaky roofs and damp shelters unbearable. Because they've fought so many wars in the past, they don't look upon this war as a calamity even though it's coming down on top of them.

Nothing that's happened in the war so far has excited Londoners. The Norwegian and Dunkirk evacuations, the fall of France, the R. A. F. victories over the *Luftwaffe*, the Italian defeats at Taranto, in Greece and Egypt, even the smashing attacks on London and the provincial cities have left them completely unmoved. Londoners find it impossible to work up any hatred for Germany and Italy. Nevertheless the idea of anything but ultimate victory never so much as crosses their minds. If the Reichswehr should contrive to push its way to the very banks of the Thames, Londoners would still proclaim: "The British lose every battle but the last."

CONTINUED ON NEXT PAGE

Window dummies lie sprawled like flesh-and-blood victims on pavement outside famous John Lewis & Co.'s store on Oxford Street.

Since September, Lewis's has been partly repaired and is now operating, although it suffered much greater damage than other stores.

Ladies of the Evening find business better in afternoons. Some wear slacks, others silver fox.



London in wartime (continued)

In such a frame of mind, Londoners neither keep a balance sheet on the progress of the war nor worry about how it will be won. After the collapse of France they simply, and rather philosophically, said: "We never really expected much from the French anyway. Now we know where we stand." Likewise average Londoners don't count on U. S. aid to win the war. If it comes in large quantities they'll be grateful in a quiet, unemotional way. If it doesn't come they'll not be discouraged, nor will they show any bitterness toward America. When Londoners can be induced to comment at all on the possibility of U. S. intervention, they say: "Why should America want to get mixed up in this mess? You're way over there across the ocean and well out of it. We can't expect you to help us deal with Hitler." Whether Londoners realize that Germany represents as serious a threat to America as to the British Empire is a moot question, but one thing is certain: ordinary Londoners would never think of hinting that America should do more than she is already doing to help Britain win the war.

London, even taking into account its enormous size, seems to be able to stand the *Luftwaffe's* poundings much better than the other cities. Whereas the Nazis can wipe out the heart of a big provincial city in a single night, the center of London still looked pretty normal after at least 30 nights during which bombs rained on it continuously. The John Lewis (department store) section of Oxford Street is the only area in the West End that can be remotely compared with the ruined business districts of Coventry, Bristol and Southampton.

100,000 bombs in 90 days

In the last 90 days no less than 100,000 bombs have fallen on the metropolitan area of London. Of these probably half were incendiaries which carry no explosive power but will start raging fires after a few minutes unless they are smothered by sand, blankets or some similar material. Londoners have become adept at extinguishing them, taught by the dreadful lesson of the September dock fires. About a quarter were high explosives (HE) bombs, weighing anywhere from 25 lb. to 1,000 lb., which explode immediately on contact with a hard surface. Probably a fifth were time bombs which go off from three minutes to three days after landing. The rest were land mines—metal cylinders filled with 4,000 lb. of high explosive material—which float down on parachutes and cause the most damage of all.

In 100 square miles encircling Piccadilly Circus, it would be hard to find more than a few blocks that haven't been hit by at least one bomb. The consequences, however, are less terrible than one might expect. For example, although all thirteen of the city's main railroad terminals are in this area only one has ever been put out of commission for more than a few hours. The bomb which closed the station actually dropped several miles away—in a street over the main-line tunnel. Likewise the Germans have failed to hit even one of the many bridges that are concentrated along central London's ten-mile stretch of the Thames. Vital gas, power and water works in the same area are also still functioning at capacity though several have been slightly damaged by "near misses." Only a few tube lines or stations have been hit and none seriously enough to cause anything but temporary suspension of services. Most of the factories lie outside the 100 square miles and, like the industrial sections of the provincial cities, have for some curious reason been practically ignored by the German bombers. In a military sense it has been fortunate for the British that most of the bombs in London have fallen on houses, churches, public buildings, schools, pubs, cinemas, shops, apartment buildings and open spaces.

Although no more bombs have dropped on the East End than on many other parts of London, the damage there is by far the most extensive. The reason for this is that the East End is one vast sprawling slumland of small, old, closely packed dwellings and shops which topple over like a pack of cards from the force of a bomb. A single land mine is known to have driven 400 families out of their homes.

In the dockland borough of West Ham, which has a population of 300,000, over half of the houses have been rendered uninhabitable. They have either been destroyed completely or require large-scale repairs which, owing to the war machine's demand for labor and materials, are unobtainable. West Hamites are faced with other problems besides broken houses. Over one-third of the population have no shelters whatever while another quarter have shelters which are half-submerged in water. Also when West Hamites are bombed out, their predicament is far worse than that of the middle or upper classes who simply go to friends or to hotels. West Hamites must go to public shelters or rest centers because their friends' homes have either been bombed too or are already overcrowded.

West Ham and the other dockland boroughs caught their worst "packets" in the early weeks of the blitz. What was a serious situation from the start became a near-catastrophe because of local bickerings and an unwillingness on the part of borough officials to co-operate with Whitehall administrators. West Hamites still haven't recovered from the shock of the Horseferry Road school disaster on the Tuesday afternoon of Sept. 10. With much of dockland aflame and bombs crashing all around, about 600 homeless women and children were herded into Horseferry Road school whence they were to be taken by buses to the countryside. Blundering West Ham officials, however, dispatched the buses to the wrong place, and while the 600 people waited in agony a 500-pounder landed squarely on top of the school. Only about 50 people were pulled out of the debris alive.

CONTINUED ON PAGE 77



BAPTIST PARSON CLIFFORD TRIES TO PERSUADE POOR WEST HAM FAMILY TO EVACUATE



FORTNUM & MASON MODELS DISPLAY WARTIME STYLES OF SLACKS, WOOLS & CORDUROY



RESOURCEFUL HUNGARIA RESTAURANT GETS EVENING CUSTOMERS BY SUPPLYING BEDS



DOCTORS, NURSES, DENTISTS ARE ON DUTY IN SHELTERS, TREAT A SOHO PATIENT



SOME OF LAST BANANAS IN LONDON ARE SOLD IN PUSHCARTS ALONG OXFORD STREET



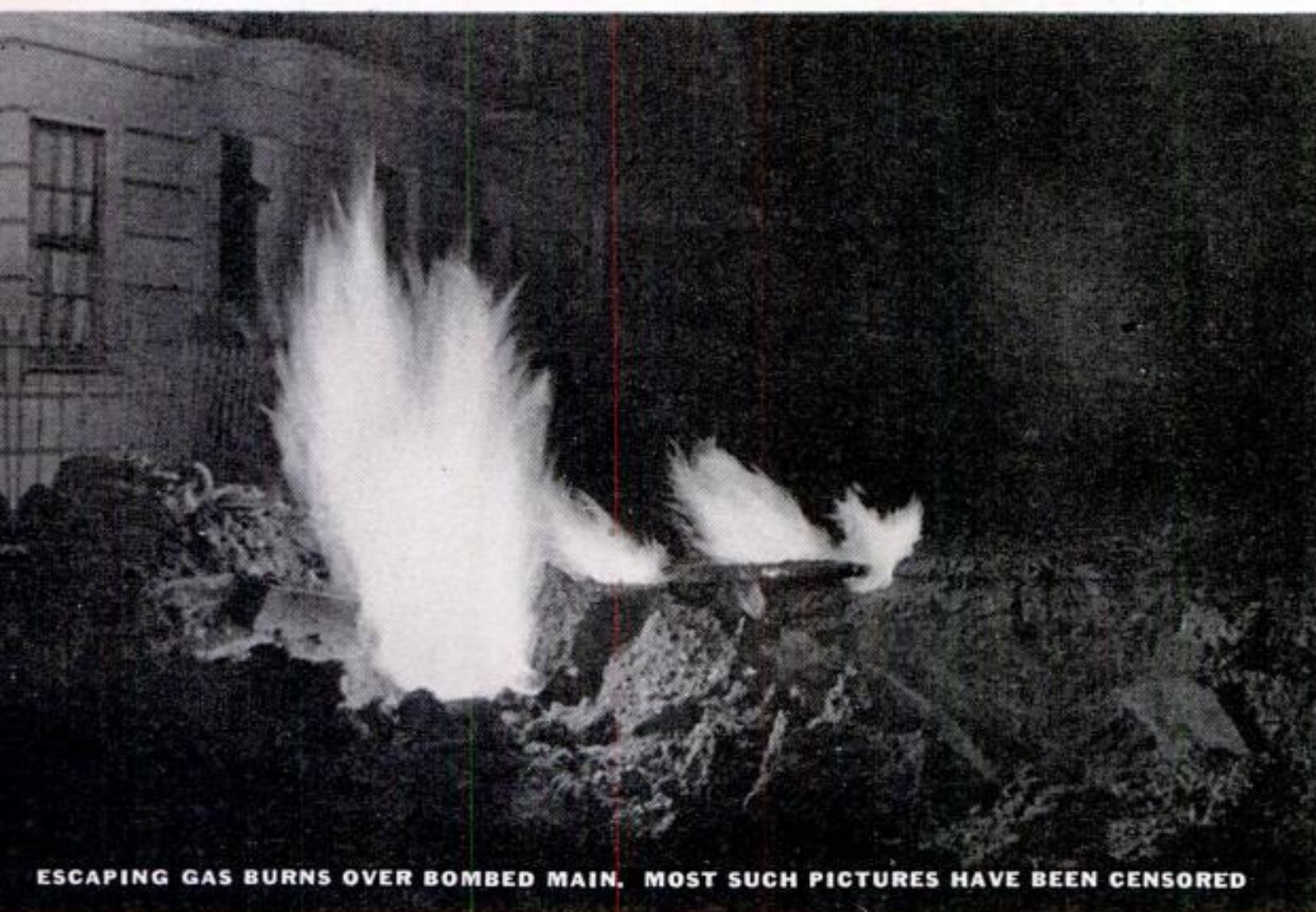
HISTORIC BELGRAVE SQUARE, HELD UNSAFE, IS DESERTED BY WEALTHY RESIDENTS



TRUCKS DUMP DEBRIS FROM ALL OVER LONDON IN HYDE PARK. TIMBER WILL MAKE FUEL



SOCIETY'S CHURCH WEDDINGS STILL CONTINUE. THE GROOM IS AN ARMY CAPTAIN



ESCAPING GAS BURNS OVER BOMBED MAIN. MOST SUCH PICTURES HAVE BEEN CENSORED



PADDINGTON STATION, GATEWAY TO WESTERN ENGLAND, IS BUSY AND UNDAMAGED



"GUILTY MEN," BY MICHAEL FOOT (CATO), ATTACKS MEN OF MUNICH, IS BEST-SELLER

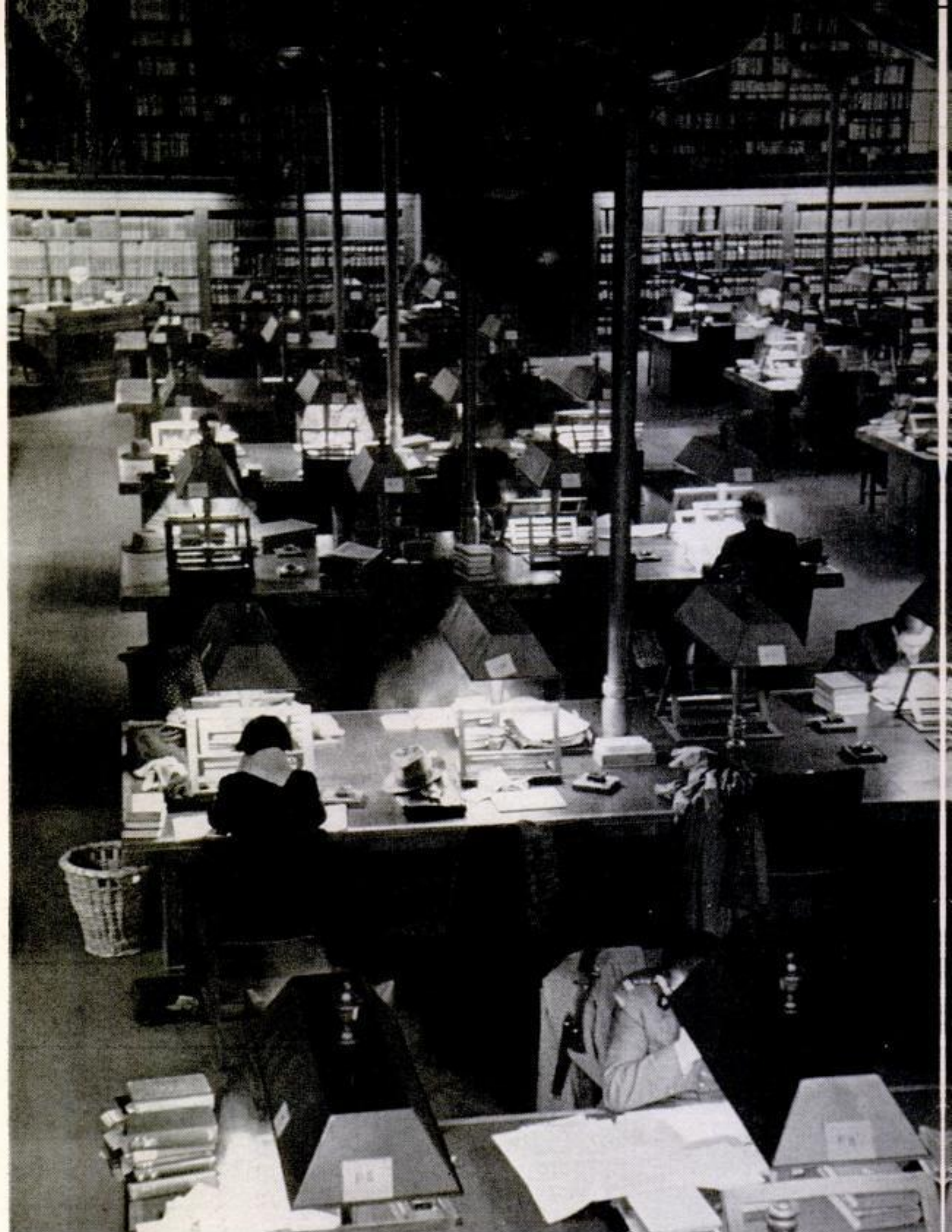


RELIGIOUS FEELING ENJOYS UPSWING. THIS IS A CHAPEL FOR WOMEN IN SERVICES



Warning signs are common sight in England where 43,000 tons of high explosives and 16,000 tons of incendiary bombs have fallen in war. This is outside St. Paul's Cathedral.

Rescue squad saves a woman who was trapped 18 hours in a bombed basement kitchen. But despite shelters and heroic rescue work, 18,000 civilians have been killed in London.



In the British Museum, scholars and visitors still pore over collection of books and manuscripts. Readers have been moved from the glass-domed reading room to North Library, but same hush prevails.

Land mine struck here in the badly damaged slum quarter of West Ham, and Parson Paul Clifford of the Baptist Mission surveys what was a row of houses. British censor now admits Nazi use of these mines.



The Horseferry School explosion was the worst single catastrophe of the war in London to date. No official casualty figures have been released but a roundup of all bombing casualties might reveal 18,000 deaths, 25,000 seriously wounded and \$1,000,000,000 of property damage. Added to this is the intangible factor of confusion. During the worst weeks of September and October, thousands of East End women and children were whisked off to the country before anyone thought to keep records of their names and whereabouts. Ever since, husbands who later returned home from work or from the fighting services on leave have been trying vainly to locate the missing members of their families.

When the blitz on London first started, many people took heart in the belief that a large proportion of the bombs were sure to land in the streets, thus sparing the buildings. This proved to be the case, but for every building spared a vastly greater price than it represented was paid in damage to sewers and mains, not to speak of the unholy traffic snarls caused by the blocked streets. One single bomb, for example, which landed in Charing Cross Road in front of famed Foyle's bookshops, did \$2,500,000 worth of damage to installations under the street. It took a crew of engineers two months to build a bridge over the crater so that this vital thoroughfare could be reopened for traffic. Incidentally, Foyle didn't let the bridge-opening pass without ceremony. Across one end of the bridge he stretched a white ribbon which, in the presence of close friends, he cut at the appointed time. The span is now known as Foyle's Bridge.

Buildings that have been bombed always look better after a few days even though only the glass is swept up and the windows are covered with boarding. Dirt settling on the structures seems to dress their wounds. On the other hand, streets that have been bombed always look worse after a week or so because the repair squads invariably have to enlarge the crater three or four times its original size before they can complete the necessary repairs. Among items no one has bothered to repair or replace are clocks on public buildings. Most of those not smashed to smithereens have broken faces and drooping hands. Sandbags and white curb markings, which were the distinguishing features of London's face in the early months of the war, have now almost completely disappeared. Even the sandbags around Eros' statue in Piccadilly Circus were removed recently after rot had set in.

People can't sleep when it's too quiet

Although most night attacks on London through November and December were only slightly more severe than the nuisance raids of last summer, no one thought that the lull would continue for long, so the blitz life went on much the same as in September and October. Londoners, accustomed to and toughened by intense raids, feel a certain sense of relief when the sirens howl and the banging and whistling of bombs and gunfire begins. On nights when there is scarcely any anti-aircraft barrage, many people complain that they can't sleep because it's too quiet. On such nights, however, they can repeatedly hear the one sound which terrifies them, though in 99 cases out of 100 their fears are unwarranted. It is the long whistling swish that a bomb makes hurtling through the air. The reason Londoners hear this sound so often is that it is often undistinguishable from the noise made by the tires and motor of a fast-approaching automobile. During the day, if there's a raid on, it's not at all unusual for office workers and housewives to dive under desks or tables when a car goes by outside, as nervous Americans duck when a truck backfires.

On the whole, however, Londoners refuse to be concerned about daylight air attacks unless gunfire and bomb explosions can actually be heard. When they wish to know whether a raid is in progress or not they look for the nearest bobby, who during raids is required to move his gas mask from hip to chest where it's more accessible. Incidentally, the bobbies discarded their famous high-domed navy-blue hats when the blitz started. They now wear steel helmets at all times.

One effect of the blitz has been to create a rush for apartments in tall, re-inforced concrete buildings. Even blocks of flats that have been hit, such as big Dolphin Court along the Thames, are turning hundreds away daily. On the other hand, magnificent old houses and apartments in once fashionable but now deserted squares like Belgrave and Kensington can be had almost for nothing on a month-to-month basis. About the only accommodations now available in steel buildings are on the top two floors. These are in small demand because Rule No. 1 for safety in air raids is to be under at least three floors of concrete. Most people prefer the second or third floors of a seven- (or more) story building. There they are comparatively safe from any bombs landing in the street and from a direct hit on top of the building. The risk of one crashing in at an angle is not much greater than the risk of being trapped in a shelter.

More than a million Londoners still spend the nights in public shelters. Some do so out of habit, some for safety's sake, some because they have no homes, and some because they want to make sure, by regular attendance, of keeping their places. The other 5,000,000 people still left in

CONTINUED ON NEXT PAGE

See how much more you'll enjoy this NEW FORM OF BRAN



New DOUBLE-MILLING process refines texture of NATIONAL BISCUIT 100% BRAN

Check its Advantages

This tempting cereal helps relieve that common type of constipation caused by insufficient bulk in the diet. ✓

Contains all the goodness of 100% Whole Bran. ✓

Made by an improved process of Double-Milling, which further breaks down the bran fiber, making it less likely to be irritating. ✓

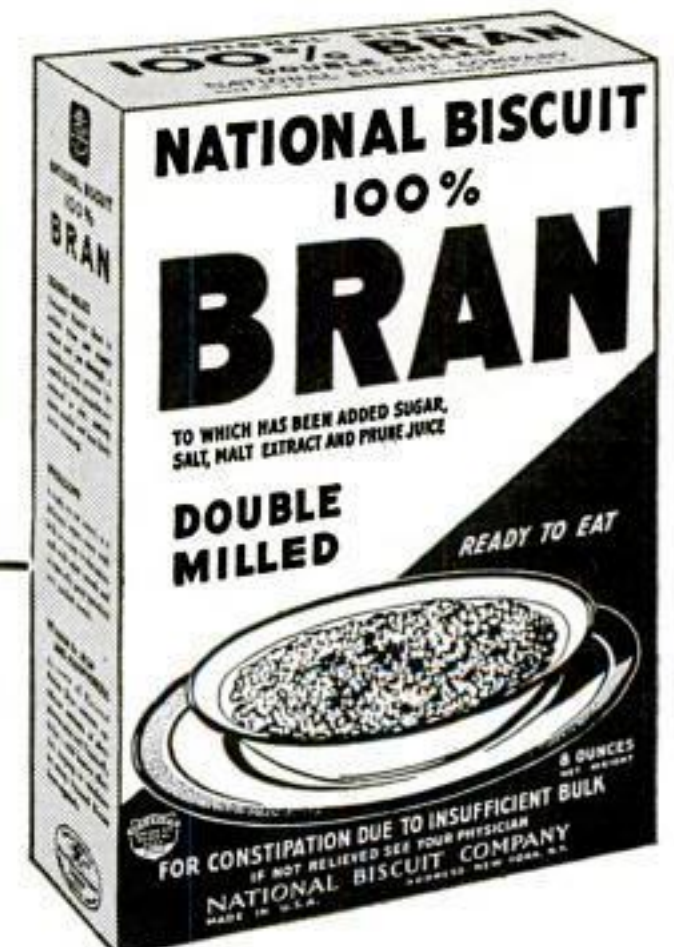
Furnishes significant amounts of phosphorus and iron and is a good source of Vitamin B₁. ✓

It's a deliciously different New Form of Bran that you will enjoy eating for flavor. ✓

Accepted by the Council on Foods of the American Medical Association. ✓



If you suffer from constipation caused by too little bulk in your diet, try this modern, gentle relief. Eat National Biscuit 100% Bran regularly as a cereal...try the recipe for bran muffins on the package. If you are not helped in this simple manner, consult a competent physician.



NATIONAL BISCUIT COMPANY

As NEW As 1941



RECORDIO JR. Portable Combination ★ PHONOGRAPH ★ RECORDER ★ RADIO

ONLY
\$39⁹⁵

Price, With Microphone,
F. O. B. Charlotte, Mich.

Be sure to see this brand-new portable combination model right away. And get set for the biggest entertainment thrill of your life. Recorder unit makes microphone recordings of any informal home entertainment on inexpensive, durable discs; records any radio program. Phonograph unit plays back these recordings immediately; also plays 10" and 12" professionally made recordings. Highly selective radio unit picks up standard broadcasts. See Recordio Junior at your nearest Wilcox-Gay dealer. Write to factory for free literature.

WILCOX-GAY CORPORATION
CHARLOTTE, MICHIGAN

- Attractive, Sturdy, Airplane-Style Luggage Covering.
- Easy to Carry—Weights Less Than Twenty Pounds!
- Easy to Operate—Plugs In Any AC Outlet.
- Selective Radio Tuning—Built-In Loop Antenna.
- Uses Inexpensive Recordio Discs; Plays Any 10" or 12" Record.
- Size: 12¼" x 12½" x 9¾"; Snap-On Cover, Strong Handle.

HAVE YOU SEEN THE 1941 STANDARD RECORDIO MODELS?



Model A-94

The standard Recordio line offers superbly toned models in beautiful cabinet styles to fit every home's requirements. Models available with automatic record changer, exclusive dual-speed recording, and many other features. Make your next radio a Recordio phonograph-recorder-radio combination. Have your nearest dealer demonstrate Recordio today.



Model A-91

RECORDIO

RECORDER • RADIO • PHONOGRAPH COMBINATION

... America's Most Versatile Radio ...

A MARK OF IDENTITY



For your convenience . . . this mark of identity in a store quickly calls attention to LIFE-advertised products.

LOST



Lost—a cough due to a cold—thanks to the soothing action of Smith Bros. Cough Drops. Two kinds: Black or Menthol—5¢.

Smith Bros. Cough Drops are the only drops containing VITAMIN A

Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.



London in wartime (continued)

London either sleep in Anderson shelters or in their homes. Of the latter about two-thirds stay in their bedrooms.

The 200 largest shelters, holding a total of 100,000 people, are now nearly all equipped with first-aid posts, with a nurse attached to each all night and a doctor paying at least one visit an evening. Bunks have been provided for 270,000 shelterites, and it's only a question of time before enough will be available for everyone. The 150,000 who sleep in the tube stations can buy sixpenny snacks of tea, cake and chocolate at various times in the evening. The food arrives in "Refreshments Special" trains, and is served by 1,000 girls in green overalls and red turbans who make \$7 a week. Nearly all the other shelters in London either have canteens on the premises or are served nightly by mobile canteens belonging to the Borough Councils.

Life in the shelters has been considerably more satisfactory than was anticipated. On the whole the people are in exceptionally good health and humor, and the only thing they really miss is family privacy. Members of all classes are beginning to know, like and understand one another. In the evenings, office boys play cards or darts with their bosses, and in the morning charwomen awaken civil servants by tweaking their toes. At dances, which most shelters now hold weekly, waiters waltz with the ladies they served earlier in the day, and managing directors fox-trot with the barmaids who sold them their morning glasses of ale.

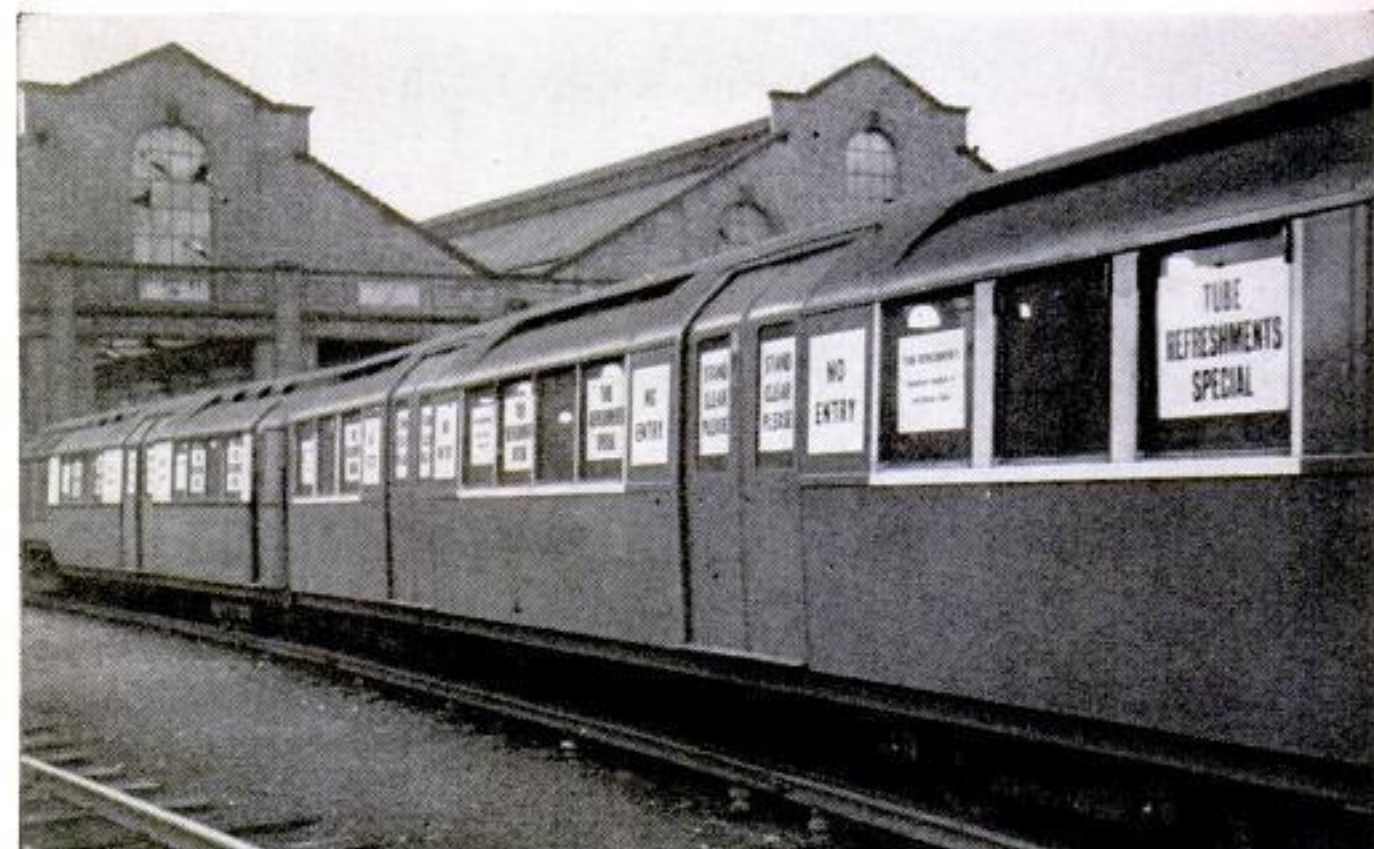
About once a week every big shelter is invaded by a Government-sponsored group of entertainers. Recently Actor-Comedian George Formby, the idol of the working classes, sang and played his ukulele to the thousands who shelter in the Aldwych tube station. His master of ceremonies was none other than the officer commanding the London shelters, Sir Edward ("Evans of the Broke") Evans. Newspapers are also working overtime to keep the shelter world from getting bored. Columns entitled "Here are Some Shelter Games" now occupy regular places in the newspapers along with crossword puzzles and cartoons. A typical suggestion is to pick a "world's all-time champion cricket eleven" or a team whose members' names all begin with H.

London rides in jalopies

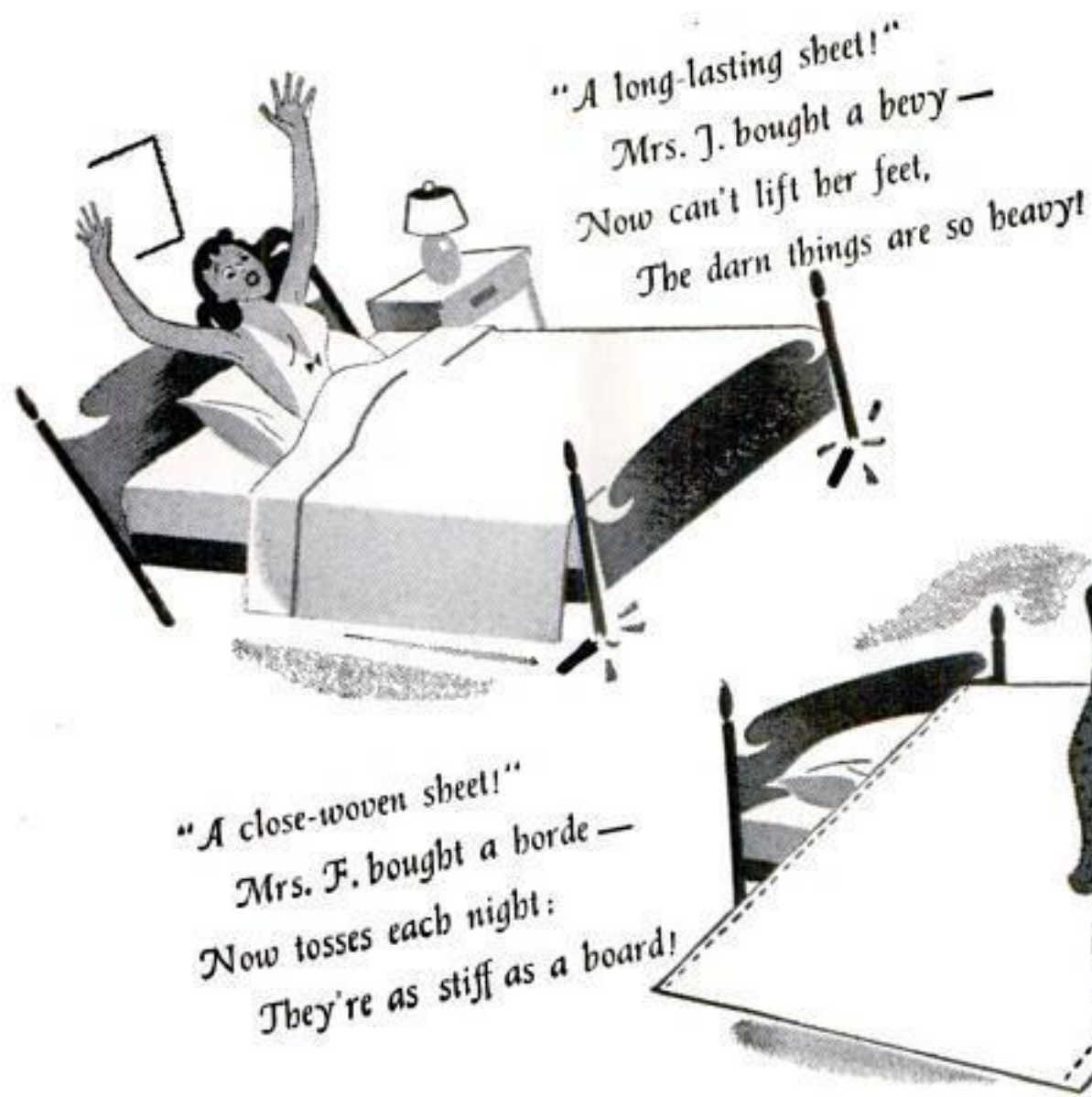
Outside of the damage done by bombs and their effect on the city's sleeping habits, the state of siege in which London lives is revealed less by any dramatic change in its weathered and grimy exterior than by small and unpredictable details. For instance, since the public can no longer buy automobiles, London streets are now filled with noisy, sputtering jalopies which in the U. S. could only be seen in secondhand-car lots or junk yards. There are more flying about now than at any time since the war started because the Government recently introduced a "free lift" scheme whereby motorists who offer rides to people normally using trains or buses get an extra allowance of petrol. The thoroughfares are also crowded with double-decker buses of almost every color in the spectrum. The cardinal of London Transport of course predominates but there are also the maroon buses of Leeds, the red of Manchester, the blue and cream of Edinburgh and scores of others which were rushed to London to bolster the overtaxed transportation systems when the blitz reached its autumn peak. On some buses gray-and-blue uniformed girls have replaced men as bus conductors. Among them are a number of attractive chorus girls who still wear silk stockings, high-heeled shoes and plenty of lipstick.

Downtown London is still much more an area of busy shops and throbbing thoroughfares than of ugly ruins and gaping craters. Striking, however, are the tiny shop windows in acreages of beaverboard or wood sometimes extending the length of a city block. The shopkeepers went in for wood and composition frontings because glass is hard to get and too expensive to replace every few days when a bomb falls in the neighborhood.

CONTINUED ON PAGE 80



"Refreshments Special" subway cars are fitted with bins of food which is delivered throughout night to sleepers in tube station air raid shelters, sold at low prices.



"A reas'nable sheet!"
Mrs. H. purchased twenty.
Now limp as a rag —
They were sized up a-plenty!

"A close-woven sheet!"
Mrs. F. bought a horde —
Now tosses each night:
They're as stiff as a board!



"A brilliant white sheet!"
Mrs. T. bought a score.
They'd been bleached to a frazzle,
Those sheets are no more!



THE Balanced SHEET IS HERE!

"A well-balanced sheet!" Mrs. C. bought a scad.
They've turned out to be quite the best that she's had!
As strong as they're smooth and as soft as they're white,
Not heavy, not flimsy, but ALL-AROUND RIGHT!



PARTIAL LIST OF LEADING STORES CARRYING PACIFIC BALANCED SHEETS

Baltimore, Md.	HUTZLER'S Downstairs
Baton Rouge, La.	GOUDCHAUX'S
Boston, Mass.	R. H. WHITE CO.
Bridgeport, Conn.	THE D. M. READ COMPANY
Buffalo, N. Y.	HENS & KELLY, INC.
Burlington, Iowa	J. S. SCHRAMM COMPANY
Cedar Rapids, Iowa	THE KILLIAN COMPANY
Cincinnati, Ohio	JOHN SHILLITO CO. Basement Store
Cleveland, Ohio	HIGBEE'S BASEMENT STORE
Columbus, Ohio	F. & R. LAZARUS AND CO.
Detroit, Mich.	THE J. L. HUDSON COMPANY
Green Bay, Sheboygan, Wis.	H. C. PRANGE COMPANY
Greenville, S. C.	MEYERS ARNOLD
Harrisburg, Pa.	BOWMAN & COMPANY
Hartford, Conn.	BROWN-THOMSON, INC.
Indianapolis, Ind.	L. S. AYRES & CO. Downstairs Store
Jamestown, N. Y.	ABRAHAMSON BIGELOW CO.
Lancaster, Ohio	THE CHAS. P. WISEMAN CO.
Lewiston, Idaho	BRATTON'S
Little Rock, Ark.	M. M. COHN CO.
Madison, Wis.	THE KESSENICH CORP.
McKeesport, Braddock, Pa.	THE FAMOUS
Minneapolis, Minn.	THE DAYTON CO.
Mobile, Ala.	L. HAMMEL DRY GOODS CO.
Newark, N. J.	HAHNE & CO.
New Haven, Conn.	EDW. MALLEY CO.
New York City	STERN BROS.
Oshkosh, Manitowoc, Wis.	THE HENDERSON-HOYT CO.
Philadelphia, Pa.	STRAWBRIDGE AND CLOTHIER
Pittsburgh, Pa.	JOSEPH HORNE CO. Downstairs
Portland, Maine	PORTEOUS, MITCHELL AND BRAUN CO.
Providence, R. I.	THE OUTLET CO.
Richmond, Va.	THALHIMER BROS.
Rochester, N. Y.	MCCURDY'S
Rockford, Ill.	HESS BROS.
St. Louis, Mo.	STIX, BAER AND FULLER CO.
Spartanburg, S. C.	THE AUG. W. SMITH CO.
Spokane, Wash.	THE CRESCENT
Springfield, Mass.	FORBES & WALLACE, INC.
Syracuse, N. Y.	C. E. CHAPPELL & SONS INC.
Washington, D. C.	S. KANN SONS CO.
Waterbury, Conn.	HOWLAND-HUGHES CO.
Wilkes-Barre, Pa.	FOWLER, DICK & WALKER
Wisconsin Rapids, Wis.	JOHNSON & HILL CO.
Worcester, Mass.	C. T. SHERER CO., INC.

BUY PACIFIC BALANCED SHEETS THIS WEEK!



PACIFIC MILLS does not tell you that these are the whitest of sheets, nor that they will outlast all other sheets. It offers no superlatives. But it does emphasize this important fact: Every quality you prize in a sheet you will find in these sheets — carefully *balanced*.

This means that not a single quality has been skimmed to enhance any other quality. It means that all desirable characteristics are not only present but present in *equal* degree. It means that you can now procure all-round value in reasonably priced sheets.

Pacific Truth Sheets have been proving their worth in the nation's homes for many years.

For hardest service, you will find Pacific Heavy Muslin Sheets (slightly higher in price) exceptionally long-wearing.

—AND FOR PERCALE LUXURY

In Pacific Percale Sheets you can now enjoy the exquisite fineness of percale at remarkably small cost. And because they too are made the *balanced* way, you sacrifice nothing of strength or whiteness.

We promise you new and glorious sleeping comfort with Pacific Percale Sheets. Available at one fine store in a city. Write for the name of the one nearest to you. Pacific Mills, 214 Church Street, New York.

PACIFIC

Truth Sheets



The 2 Best Things in Life



• AT DRUG, DEPARTMENT AND 5c AND 10c STORES
ALSO PINE, LAVENDER, WINTERGREEN

WHY BOTHER WITH BLOWN FUSES?



Restore service this easy, convenient and modern way!

When lights go out, or service goes off... don't interrupt your busy day to hunt for fuses you never bought, stumble down cellar stairs, fumble gingerly in the old fuse-box wondering what to do. Instead, install the new and marvelous convenience of the modern Cutler-Hammer Multi-Breaker. Then when service fails, you simply step to the kitchen wall, reset a little lever that has snapped out of position... and, presto! your service is completely restored. It is just the same as snapping on a light switch. Nothing to buy... nothing to replace. The average new home can have this modern and safe protection for less than \$5.00 additional. Also easily installed in old homes. How can you get one? What are all the facts? Write today for our free booklet "Good-bye to Fuses." CUTLER-HAMMER, Inc., Pioneer Electrical Manufacturers, 1394 St. Paul Avenue, Milwaukee, Wisconsin.



FREE BOOKLET—Tells facts about new, better home electrical protection. Write TODAY for your copy.

London in wartime (continued)

At first, they painted advertisements on the exteriors such as "Be bombed in comfort—buy one of our camp beds," but lately the trend has been toward fancy colored illustrations of the products for sale inside. Curiously, the smaller windows draw bigger crowds than do the normal-sized ones.

One of the few touches of make-up on the gray drab face of the center of town is provided by the great signs and posters on buildings and billboards boosting the nation's war effort. Herbert Morrison's slogan "Go To It" flashes across at least one building in every block. In Piccadilly Circus alone there are reminders to "Dig For Victory," to "Save Your Way To Victory, Buy National Certificates," and that "The Fighting Forces Need Your Binoculars, Take Them to Your Nearest Optician." Other signs that add color are the notices hung on certain bombed stores, threatening "Looters" with prosecution and "Business As Usual" slogans on the exteriors of almost every bombed shop still functioning. Fox-caped prostitutes plying their trade (mostly in the afternoons now rather than the evenings) in front of the latter notices cause Londoners to smile.

Tailors face a pin shortage

Stores are still bursting with goods, but this will only be true for a short time because the Government recently issued an order limiting retailers' further purchases, particularly of wooden, leather and metal goods, to about one-third of the pre-blitz average. In recent weeks shortages of certain things have already been noticeable. Tailors, for example, with urgent orders for uniforms found that they had used up their month's quota of pins, and had to put little boys and girl apprentices to work searching for them between the floor boards. The shortage of hairpins is so acute that many women, especially those in the services, are having their hair bobbed. Soon it will be almost impossible to purchase such things as nail files, tweezers and manicure scissors, while some chemist shops already limit the sale of soap to one bar at a time to each customer. There is nothing of course to prevent a person from returning a few minutes later for a second purchase. When the Government imposed a ban on the sale of silk stockings, women rushed to stores to lay in supplies which they are saving for night and Sunday wear. Meanwhile lisle and heavy black woolen hose have become daytime fashion for the winter. Because women can spend only 6¢ per week on cosmetics, women's-page editors are advising their readers to rub lipstick in well so as not to lose it on cigaret ends and glasses, and not automatically to dab powder on their faces every time they peer into their compacts. "Cosmetics," the newspapers warn, "are now a luxury—not an absent-minded indulgence."

As the amount and type of goods shopkeepers can sell become more limited and the public's purchasing power dwindles, the people on the streets are looking shabbier and shabbier. London women have never been stylish but this winter, in their two- and three-year-old coats and hats, they look especially down-at-heel. Men wear old tan raincoats and suits which go unpressed from one month to the next. The faces of the people are haggard as a result of sleepless nights, worries and long hours of duty in the civilian services. Londoners bearing any signs of injuries from air raids, however, are as rare as Indians on the streets of New York. No one is able to explain the reason why. Another phenomenon is the complete absence of funeral processions despite the heavy death tolls of the past four months.

The food situation is slowly getting worse, but not in a quantitative sense, for Londoners are still eating as much as ever. Present stocks are sufficient to feed the whole nation for a year even if imports were cut off



Rebuilt windows at Bourne & Hollingsworth, Ltd., are smaller because of glass shortage, but boarded-up portions now carry advertising, slogans or seasonal designs.

THESE SEALED BEAM LIGHTS GIVE YOUR OLD CAR NEW SAFETY



New ARROW Sealed Beam Conversion Units fit right into your present headlights. Give the same improved, safe night driving featured on new cars. As low as \$7.75. Over 50,000 satisfied users today. Ask your dealer or write us direct for catalog. Box 136.

ARROW SAFETY DEVICE CO.
MEDFORD, NEW JERSEY

Face "Broken Out"?

To relieve the "bity" soreness and help your skin, use Resinol Ointment—its action is twofold. Being oily, its reliable medication stays in contact with the pimply spots, giving prolonged relief from irritation, and thus quickening healing. Resinol Soap is agreeably cleansing and refreshing to tender skin.

Sample free. Write Resinol, L-1, Baltimore, Maryland

RESINOL OINTMENT AND SOAP

Remember, it's GLYCO-THYMOLINE for COLDS AND SORE THROATS

● Help soothe and relieve the discomforts of common colds and ordinary sore throats by gargling and spraying with Glyco-Thymoline. For over 50 years many physicians have used and recommended Glyco-Thymoline. Also try Glyco-Thymoline as a refreshing mouthwash. At all drug stores.

GLYCO-THYMOLINE

Many of LIFE's best pictures come from its contributors. Newspictures used are paid for at professional rates and offer an increasing market for amateurs.

Camera fans over America are invited to submit their news and human-interest pictures to LIFE's Contributions Department. Here they receive equal attention with those of professional photographers.

Contributions Editor LIFE

Time and Life Building
Rockefeller Center New York City

Burpee's Giant SNAPDRAGONS
Rust-Resistant. Giant spikes 2 to 3 ft. tall. Huge, exquisite blooms, easy to grow. 3 finest colors: **Crimson, Rose and Yellow**, 15¢-Pkt. of seeds of each, all 3 for 10¢, postpaid. **Send dime today!**
Burpee's Seed Catalog free Tells all about the finest flower and vegetable seeds that grow. **Write now!**
W. Atlee Burpee Co., 479 Burpee Building, Philadelphia



Travel information bureaus have been set up at central points in London, inform travelers and commuters best ways to avoid bombed facilities and get home quickly.

entirely. There are not, however, nearly so many kinds of food available as in pre-blitz days, and the quality is beginning to decline. Onions, lemons, baking chocolate and bananas are almost non-existent, and before long the remaining stocks of canned goods will be used up. Fancy cookies are stocked only by the higher-priced shops like Fortnum & Mason and Selfridge's provisions store. The ration of beef, pork, lamb and bacon isn't large enough to satisfy the average appetite but this gap in the diet is easily filled with such unrationed items as fowl, liver, tongue, brains, etc. The only foods which the average Londoners would like to have in larger quantities are butter, sugar and perhaps tea—but the Londoner drinks more tea than is good for him anyway. Certain foods, when they are obtainable, are also getting too expensive for the lower and middle classes. Grapefruit, for example, cost 25¢ apiece, while eggs fetch 82¢ a dozen.

Tea with one lump or one lump

Restaurants, except for having to comply with the Government's order forbidding them to serve both meat and fish courses to one customer, haven't been feeling the pinch very much until recently when their supplies of rationed meats were cut to one-fourth the normal supply. Sugar and butter are served in scanty portions. Even at the best hotels like the Ritz and the Dorchester guests get only one tiny lump of sugar for each cup of beverage and a piece of butter no bigger than a finger nail for a whole meal. A bigger problem to restaurant owners than food supplies, however, is keeping their businesses going with practically no night trade. Their only solution is to drum up enough lunch customers to pack the restaurant for three or four sittings. Many have been able to do this quite successfully because the majority of Londoners now entertain at lunch instead of at dinner and because some of the best foreign restaurants closed down when the owners were interned.

Having caught their breath again when the *Luftwaffe* laid off the capital for a few weeks, London soon began looking for entertainment in the afternoons and evenings. Myra Hess's noontime musicals in the basement of the National Gallery have been such a success that she plans to continue them till the end of the war. Likewise Producer Herbert Farjeon started rehearsals just before Christmas on a new review to replace *Diversion* (named after the ubiquitous yellow police notices detouring traffic around unexploded bombs), which is playing to full houses in a Charing Cross Road theater every afternoon. The Café de Paris, for years one of the gayest night spots in town, is now open at noon and puts on a floor show during lunch. In the late afternoon officers on leave take their ladies to the Piccadilly Hotel for tea dancing or to a Lyons Corner House where eight-piece bands play such tunes as *Rose of Tralee* and *Begin the Beguine* while the customers consume their sixpennyworth of tea and crumpets.

When blackout time approaches around 5:15 p. m., the underground cocktail bars at places like the Ritz or Merrie's Club in Baker Street begin to fill up. Those who go for the first time invariably glance at the ceiling on entering to satisfy themselves that it is solidly built. Londoners also do their dining and dancing underground or at least under five or six floors of concrete building. At the Lansdowne House restaurant, where Prince von Starhemberg escorts his lovelies almost nightly, guests sit at a 15°- or 20°-angle facing the orchestra. The room, designed as a movie theater, was converted into a restaurant when the Government decided it wanted the regular restaurant for a shelter for the Ministry of Shipping.

CONTINUED ON NEXT PAGE

WATCH OUT!!

for slightest sign of bleeding gums—it's often

GINGIVITIS

EVERYONE — even young folks — should beware of the very first signs of sore, tender, bleeding gums.

This may be Gingivitis—a mild inflammation where gums join the teeth—so common today—many people never even suspect they have it. IF NEGLECTED—Gingivitis often leads to Pyorrhea with its soft, shrinking gums and loosened teeth, which only your dentist can help. BUT at home you can—

Help Guard Against Gingivitis This Easy FORHAN Way!

Every morning and night massage your gums and brush your teeth with Forhan's Toothpaste—the ORIGINAL toothpaste for massaging gums and cleaning teeth.

This Forhan method is so effective

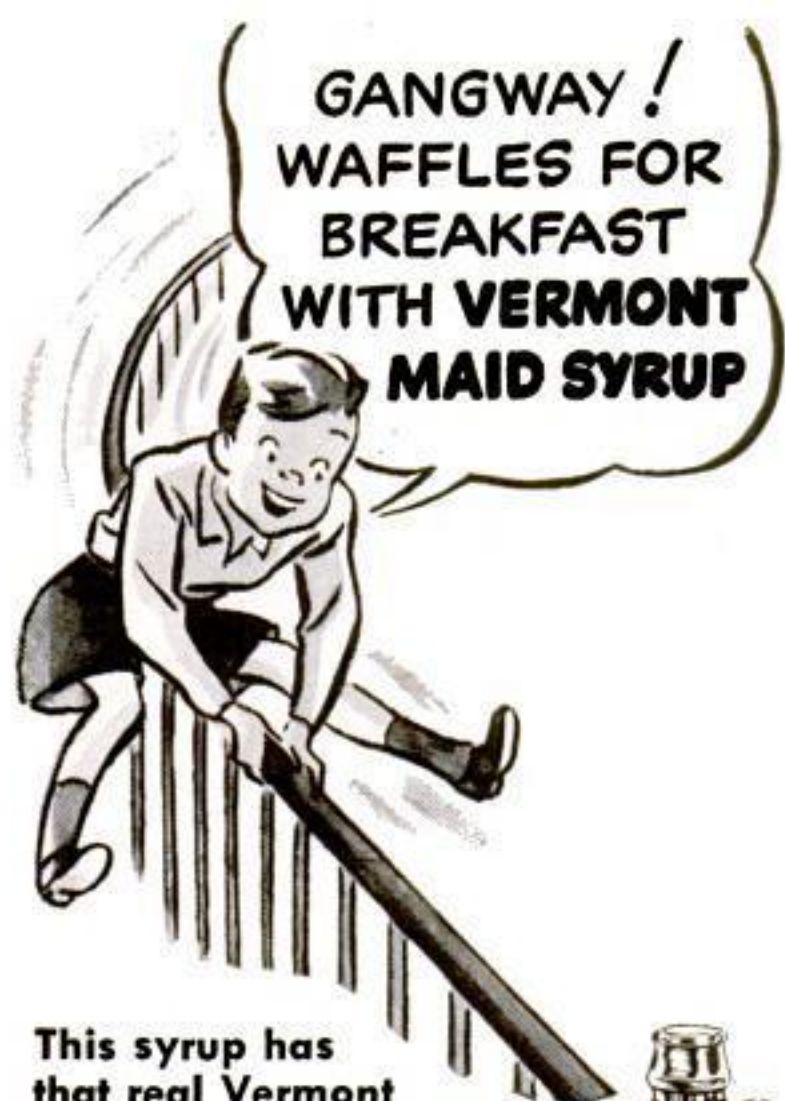
because it not only helps gums to be firmer—thus more able to ward off infection but also cleans dingy teeth to their "natural" brightness. Forhan's actually helps remove acid film that often starts tooth decay.

Remember that sound, sparkling teeth require firm gums. Help by starting Forhan's and massage at once! At drug and department stores. Weekend size at 10¢ stores.

SEE DENTIST EVERY 3 MONTHS

Don't wait until teeth ache. Visit your dentist every 3 months so he can correct malocclusion, keep a close watch for signs of Gingivitis, detect and fill small cavities, and thus save you pain and dental bills.





This syrup has that real Vermont maple sugar flavor!

No wonder it makes sleepy appetites fly. The fine blending of cane sugar and real Vermont maple sugar enhances the maple flavor . . . makes it richer! Buy a jug today at the new low price!



Vermont Maid
Syrup



London in wartime (continued)

With the price of a dinner at the elegant Hungaria Restaurant off Piccadilly Circus goes the privilege of sleeping in a cot on the premises or the right to a free ride home in a taxicab.

There are only two shows functioning at night in London and they are the same two that hung on during the worst period of the blitz. One is at the Windmill Theater which puts on a kind of glorified burlesque, called *Revuedeille*, for an audience composed mostly of bald-headed businessmen from the provinces. The other is the Players' Club which temporarily moved to Author Anthony Berkeley's house in St. John's Wood when bombs fell uncomfortably near its Covent Garden quarters, and has now settled down in the underground premises of a defunct night club near the Ritz Hotel. While the audience eats hotdogs and drinks beer, the players entertain with Victorian songs and skits. Among the performers is beautiful young Joanna Horder, niece of the King's physician, Lord Horder, who is making a big hit with a teasing number called *You Are a Very Very Very Handsome Man*. Six nights a week the club is jammed with some of the most prominent people in London, including Ministry of Information and Foreign Office bigwigs, theatrical folk, artists, publishers, etc., who dance and have snacks with the cast after the show. Around midnight the party breaks up, but if the night is noisy the majority curl up on the chairs and sofas till morning.

A few days before Christmas, Mayfair socialites, the diplomatic set and a large number of men and women in the fighting services forgot the war for one night and attended a Blitz Ball (for charity) at Grosvenor House. It was the first time since the summer that a big crowd assembled in formal clothes. Judging from the gaiety of the party, no one would have imagined that a battle was raging in the skies that very evening. Luckily the big guns in Hyde Park across the street were muffled by the booming orchestra. The only reminder of the war was a delightful ditty sung by Magda Kun, a pretty Hungarian entertainer. The chorus goes:

*I've got a cosy flat,
There's a place for your hat,
I'll wear a pink chiffon negligee gown;
And do I know my stuff,
But if that's not enough
I've got the deepest shelter in town*

"Clark Gable—who is he anyway?"

Londoners are still going to the movies (open only in the afternoons) but not so much to get vicarious thrills from the daredevil exploits and romantic love-makings of Hollywood stars as to take their minds off the war. Britons now have their own heroes and heroines in the persons of the men in the R. A. F. and ARP and the women in the WRENS, WRAPS and ATS. On this subject the *Daily Herald's* Ace Columnist Hannen Swaffer recently wrote: "We look nowadays with cynicism at the names of much-boasted film stars whose screened exhibits used to thrill. Clark Gable—who is he anyway? Nearby any cinema which boasts his prowess ARP workers sleep by hundreds—unknown men and women who when darkness falls will risk danger of which he never dreamed." Several of London's biggest motion-picture houses had their faces badly smashed by a land mine which fell in Leicester Square, but at others record crowds have been queuing to see Bette Davis and Charles Boyer in *All This and Heaven Too* and Charlie Chaplin in *The Great Dictator*. A number of pictures are also being made in London studios including Shaw's *Major Barbara* with Wendy Hiller of *Pygmalion* fame, *Kipps* with Michael Redgrave and Dianna Wynyard, and an *Empire is Built* starring John Gielgud.

But for the great majority of Londoners, who haven't the money, in-



"Free lift" cars get extra petrol ration and special sticker in return for which owners give free rides to strangers. Expensive cars are scarcer. Lady Astor rides a bicycle.

RIGHT IN THE MIDDLE OF JUNE



It's "Miami time" now—the season is already near its peak. And of course you'll want to be right in the middle of everything! As always, there's only one "right" answer—vacation-wise visitors more than ever know it's The Columbus. Booklet, rates, details on request.

THE COLUMBUS
MIAMI'S finest
Bayfront Hotel
17 FLOORS OF LUXURIOUS LIVING IN THE
HEART OF AMERICA'S TROPIC WONDERLAND

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ANN-LEE
Shirts & Blouses
MADE OF
PEPPERELL RAYON
PEPPERELL
FABRICS
100% U.S.A.
PEPPERELL RAYON CONVERTIBLE
COLLAR TUCK-IN-SHIRT. Neck
worn high or low. Multi-spaced-stitched detail on
shirt center. Full shirred back. Sizes 32-40 in white
and leading pastel shades. Also available in banded
bottom. Reg. U. S. Pat. Off. No. 118965. . . \$1.19
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22nd and Arch Sts. • Philadelphia

ORANGE
COUNTY
FLORIDA
Comfortable Living
On Pension Incomes.
Marvelous Climate,
Comfortable Homes,
Entertainments, Sports.
Let Us Help You Plan
Your Florida Home.
Write For Booklet
A. F. WILDER, INC.
ORANGE COUNTY
CHAMBER OF COMMERCE
300 COUNTY BUILDING
ORLANDO • FLORIDA
For WELL-GROOMED NAILS!
The Wilder File has Triple-Cut Teeth. Stays
sharp, does not
grate, leaves
nails smooth.
Round & d
Cleaner Point
guards skin.
At drug, and
10-cent stores.
Wilder
NAIL FILES • TWEETZERS • NAIL CLIPS • SCISSORS
Guaranteed as
advertised in
Good
Housekeeping.
MADE IN U.S.A. 10¢
Wilder quality costs no more
NEWARK, NEW JERSEY

clination or the opportunity to look for things to do in the West End, life under the blitz has become very standardized and, except for the bombings, very dull. The days of Sunday excursions to the sea or south downs have been over for months. (The only out-of-town trips Londoners now take are visits to the 2,000,000 women and children evacuees.) If the menfolk aren't working in the factories or offices on Sunday, they probably spend the day digging in the garden or helping their friends repair bomb damage. Aside from their journeys to and from work, the men rarely leave their own neighborhood, either because traveling is too difficult and dangerous at night or because they are occupied with civilian service duties. For the same reasons women stay near home both day and night; indeed tens of thousands of them haven't even been to central London since the blitz.

Government influence on the newspapers, the curtailment of radio programs, the lack of effective opposition in Parliament, the common hardships, dangers and form of living have also tended to make people think alike and to adopt similar tastes, mannerisms, expressions, etc. For instance, there is a general agreement that personal experiences with a bomb are taboo as a topic of conversation. This is because no one in London is interested in any bombing story but his own. When people gather they also make a point of neither commenting on air-raid warnings nor letting them cause the slightest interruption in the conversation.

"A bit noisy tonight"

The enforced trend toward uniformity has led thousands of Londoners to read such books as *Guilty Men* and *War by Revolution*, both vicious indictments of the past leaders in Britain; to play chess; to consume large quantities of a drink called Bovril which is cleverly advertised by drawings of bomb-disposal men strolling nonchalantly away from a giant bomb and one of them saying: "I think we've just got time for a hot Bovril, old man;" to refer to the present period as "the blitz;" to make such comments as "quiet night" or "a bit noisy tonight" instead of the usual clichés about the weather; to sleep with their wallets and purses under their pillows; to acclaim radio broadcasters like J. B. Priestley and entertainers like Churchill's son-in-law, Vic Oliver; to hum such tunes as *I've Got My Eyes on You* and *I'm Nobody's Baby*; to glance automatically at the sky when they step out into the open at night; and to do a hundred and one other things that everybody else is doing.

Londoners all agree that the King and Queen are carrying on nobly in their positions as symbolic commanders of the male and female fighting and civilian forces. Although they may consider Winston Churchill something of a clown at times, they believe that he is the man to beat Hitler. Because of Winston's genius, Londoners are willing to overlook the fact that he's a member, indeed the leader, of the Conservative Party which they've detested ever since they woke up to the failures of the Chamberlain Government. A story about Winston Churchill that is currently making the luncheon-table rounds concerns a cabinet meeting during which a minister asked Churchill why he didn't order the R. A. F. to give the Nazis a few doses of their own medicine by bombing the civilian sections of large German cities. The Prime Minister replied: "Gentlemen, such action would indeed be a delectable pleasure, but I want you to know that I am a man of principle. So for me business must come before pleasure."

The Germans are said to be greatly puzzled over London's willingness to take continuous punishment without so much as a thought of surrender. The British, they think, are licked and refuse to accept the fact. But the British are not by any means licked and if, in the end, they win the war it will be due in no small measure to the magnificent way in which the people of London are standing up to the siege.



Shelter life grows gayer as entertainment, parties, dancing move underground. The girl is an Italian hairdresser, trying to persuade a friend to dance. Both are 17.



"... but I was detained, maestro, and I simply CAN'T pass up the enjoyment of my Mennen Brushless Shave!"



Don't you pass up this DIFFERENT brushless! It's a cream, not a grease. No mess. No razor-clog. Tames the toughest beard in double-quick time. No more yank, no pull. Want real shaving enjoyment? Then say to your druggist, "Mennen Brushless for mine!"

Mennen makes a swell Lather Shave, too.

THE 3-STEP SHAVE OF GENTLE-MEN:—① SHAVE CREAM, ② SKIN BRACER, ③ TALCUM FOR MEN

THIS COLD HAS ME "DOWN"
WHAT WAS IT
MARY TOLD ME?



WISH I KNEW
WHAT TO DO!

I DON'T WANT TO
TAKE A DRASTIC
INTERNAL DOSE!

When A Cold Takes Hold it pays to know...

For peace of mind, for more comfort, know what to do when a cold causes spasms of coughing, congestion in the upper bronchial tubes, muscular soreness or tightness. We recommend to you the improved, the home-tested Vicks treatment—a 3-minute "VapoRub" Massage—to relieve miseries.

Increases Stimulating Penetrating-Vapor Action

THIS MORE THOROUGH TREATMENT—perfected by Vicks doctors—increases the important stimulating and penetrating-vapor action of Vicks VapoRub... MORE EFFECTIVELY stimulates chest and back surfaces

like a warming poultice or plaster... MORE EFFECTIVELY penetrates breathing passages with soothing medicinal vapors. And starts right to work bringing relief in a hurry.

Works Faster, Longer

To get all the benefits of a 3-minute "VapoRub" Massage, you just massage VapoRub for three full minutes on the RIB-AREA OF THE BACK as well as on throat and chest. Spread a thick layer on chest and cover with a warmed cloth.

Then watch the results!... as this improved Vicks treatment makes VapoRub work faster and longer to relieve distress of colds!

FOR BETTER RESULTS USE **VICKS VAPORUB** THE IMPROVED DIRECT WAY

Vicks and VapoRub are registered trademarks of Vick Chemical Company

Life Goes to a Rest Cure Party

Weary Atlanta debutantes are treated by a wise hostess to an afternoon of massage and relaxation

At 4 p. m. on Dec. 18, members of the Atlanta Debutante Club entered a handsome house on West Wesley Road, peeled off all their clothes and spent the next two hours ridding themselves of tensions generated by the holiday season, fortifying themselves against social efforts to come. Though Atlanta debutantes are stanchest in the South, even young resilient legs occasionally require rest. Being a resourceful as well as a merciful hostess, Mrs. Carter Smith had planned a new kind of party.

Surreptitiously Mrs. Smith had sought out each girl's favorite beautician and masseuse and signed her up for the afternoon of the 18th. She drafted a light menu of raw vegetables and fruit juices. Then she sent little rhymed invitations to the debutantes, asking them to drop in, in "any old frock." She and her cousin, Emmelyn Carter, received their guests at the door in negligees, quickly hustled them upstairs to strip. Grateful, chirping like tired birds, the girls stretched out on chaise longues and felt familiar fingers—fingers which knew every joint and vertebra in their aristocratic young bodies—caressingly dispel the party pains. Pulses subsided. Eyes brightened. Skin bloomed. Soon all were chattering like the schoolgirls they had been not many months ago. At 6:30 p. m. they reluctantly rose, dressed, and set out once more on the party round, murmuring a line from Vergil: "*Deus nobis haec otia fecit*"—"God has given us this repose."



Low-calory foods are wheeled in by hostess, Mrs. Carter Smith, and her maid, Jennie Lemon. The menu: grapes, grapefruit, raw carrots, celery, orange juice, tomato juice, Coca-Cola, crackers.



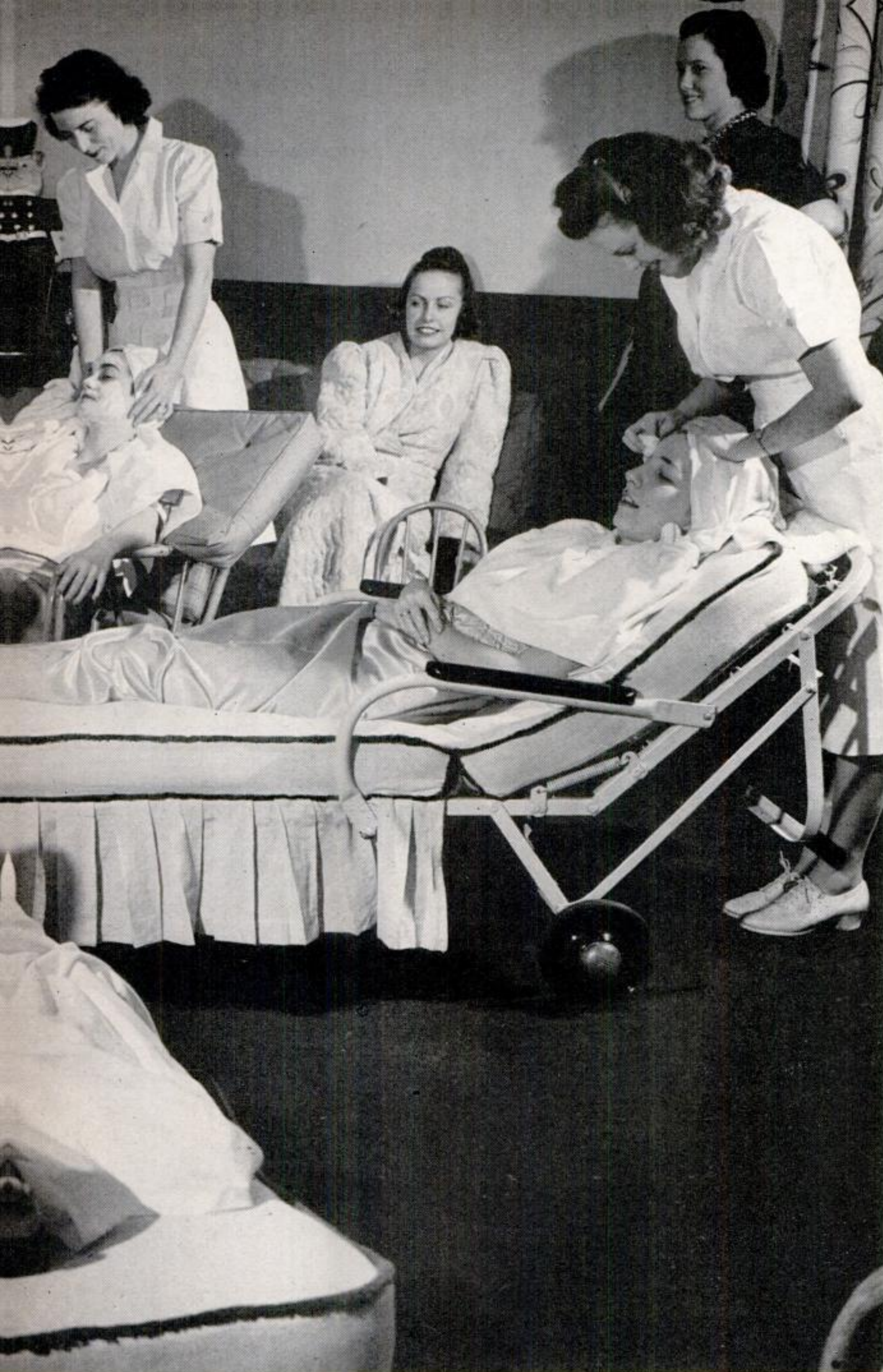
Restorative tranquillity reigns in the playroom of Mrs. Carter Smith. In foreground, emerging from a sheet, are the relaxed toes of Margaret Winship who is happy doing nothing. Sit-



Elsa McCall, president of Atlanta's Debutante Club, arrives at the party looking bright as a button, but secretly craving rest.



Elsa munches celery and sips orange juice



ting behind her, baking her hair, is Helen McDuffie. On other chaise longues, getting facials, are Helen Diggs and Jean Pentecost. Elsa McCall and Emmelyn Carter await their turns, Mrs. Smith (standing, left) looks on.



Rehabilitated, Elsa McCall leaves the playroom, trudges upstairs to put on her street clothes and fare forth to another debut, another night of dancing.



while her danced-out leg muscles are limbered up by Masseuse Jane Guthrie.



All the little tired lines are smoothed from Elsa's visage by deft Beautician Frances Mosely. Daughter of a manufacturer, Elsa is 19, very gracious, popular.



Daubed with facial goo, Elsa takes time out between operations for a quick cigaret. She's beginning to feel like a new woman.

Rest Cure Party (continued)

Service-Pak ★ FOR MEN IN SERVICE (designed by the U.S. Army Air Corps)



The Service-Pak is a combination portable closet for 3 uniforms and chest of drawers for shirts, socks, toilet goods, etc. It keeps your uniforms in perfect press and each accessory in its own separate pocket.



Hang it up anywhere and literally live out of the bag. It is lighter than any conventional suitcase of its size. Comes in two qualities, \$10 and \$15, in olive drab, dark brown, navy blue. At better luggage shops and department stores everywhere. For nearest dealer write to



ATLANTIC PRODUCTS CORP., TRENTON, N. J.
Makers of the famous Val-A-Pak

MEN—and Women, too! EXEROW



RIDE and ROW THE BATTLE CREEK WAY! Enjoy most efficient health-building rowing AND riding! Natural HYDRAULIC pull of rowing plus benefits of horseback riding—adjusts for mild exercise or strenuous workout as you wish. Rhythmic movement of handles, seat and pedals "symmetrizes" and beautifies entire figure. EXEROW safely normalizes WEIGHT—improves HEALTH and appearance. Direct factory price. Write for information TODAY.

Battle Creek Equipment Co., DEPT. 21-L
Battle Creek, Mich.

STUKA? SPITFIRE? CURTISS? KNOW ALL PLANES for only 10¢

Now you can know at sight 60 of the latest airplane types you read about and see in movies! This amazing 64-page booklet gives pictures, with specification and performance charts, of U. S. Boeing, Curtiss, British Spitfire, German Stuka, Italian Breda, Russian ARK-3, Japanese Mitsubishi and other famous fighting, commercial and private planes. Send coupon with only 10c.

Shows
Fighting Planes
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WINGS OF
THE WORLD

National Aeronautics Council, Inc.
Dept. 101, 37 West 47th St., New York
Yes, I want the illustrated booklet "WINGS OF THE WORLD." Send it, postpaid, without obligation on my part. I enclose a dime.

Name.....
Address.....



Guest of honor, Emmelyn Carter, enjoys having her deltoids manipulated by masseuse. Daughter of a socialite dentist, Emmelyn is 19, attended Stephens College.



Margaret Winship gets pedicured and manicured simultaneously. Member of famed Georgia Winship family, Margaret is 20, attended Gulf Park College, Gulfport, Miss.

FOR BETTER SIGHT USE BETTER LIGHT

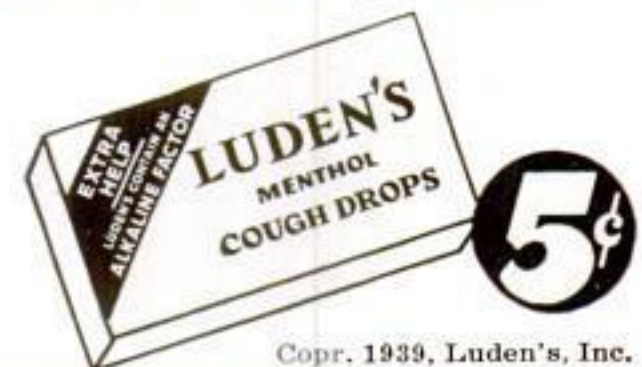


Westinghouse
MAZDA LAMPS

CLOTHESPIN NOSE



Has a cold pinched your nose shut—as if with a clothespin? Lay a Luden's on your tongue. As it melts, cool menthol vapor rises, helps penetrate clogged nasal passages with every breath...helps relieve that "clothespin nose!"



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P.I. PRENTICE, Circulation Manager
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AMERICA'S NEWEST BOAT CREATIONS
All new! 125 beautifully streamlined boats from which to choose. Guaranteed speeds from 20 to 50 m.p.h. Greater luxury, comfort and seaworthiness. 1941 CHAMPIONS OF THE WATERWAYS
DEALERS: Write or wire for franchise facts.

Write or ask for New 1941
Portfolio of Gar Wood Boat
Pictures →
GAR WOOD INDUSTRIES, INC.
Boat Division ★ 524 River Road
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Prices start at \$1120 factory

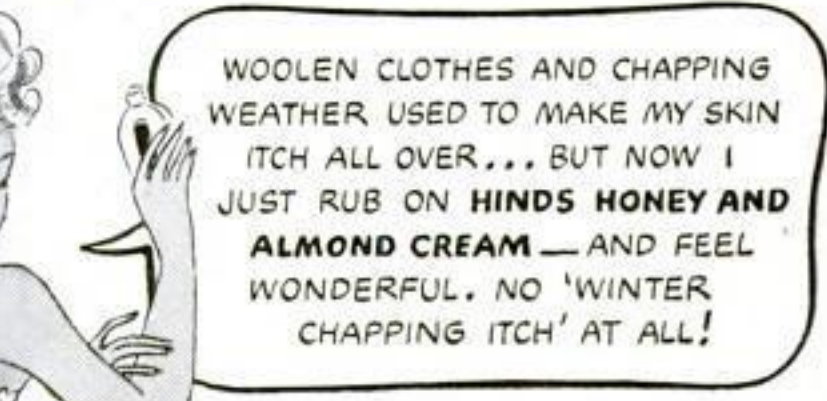
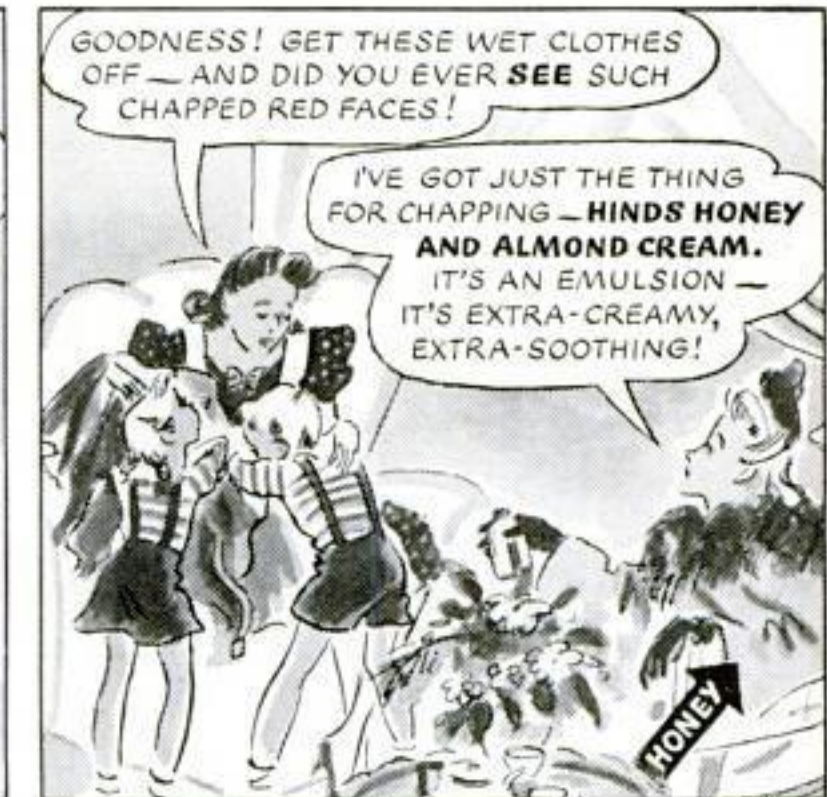




Helen McDuffie lies happily, helplessly in an ecstasy of cold cream. Blonde, willowy daughter of a local lawyer, Helen is 20, attended St. Mary's College, Raleigh, N. C.



Little John, Sad Eye and Big Ear nuzzle little straw slippers provided for girls by Mrs. Smith (\$1.50 for twelve pairs). Jennie Lemon kind of hates to shoo them away.



So fine and fluffy—Hinds Hand Cream gives hands a soft, white look fast. Jars — 10¢, 25¢, 39¢.

WHAT chapped skin needs is quick comfort—and you get it in Hinds Honey and Almond Cream. With soothing ingredients, Hinds goes after the cause of skin chapping, dryness, weathering. It's extra-creamy, extra-softening—helps chapped skin feel smoother right away. Offsets dryness and chapping due to cold weather, hard water, housework! 10¢, 25¢, 50¢, \$1.

HINDS **FOR HANDS** and wherever skin needs softening!

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PICTURES TO THE EDITORS

UNCLE SAM & NEPHEWS

Sirs:

This composite portrait of Uncle Sam is a contribution to national defense from the Benevolent and Protective Order of Elks. It was painted by C. C. Beall to publicize the patriotic essay contest which will be con-

ducted by the Elks in high schools throughout the country.

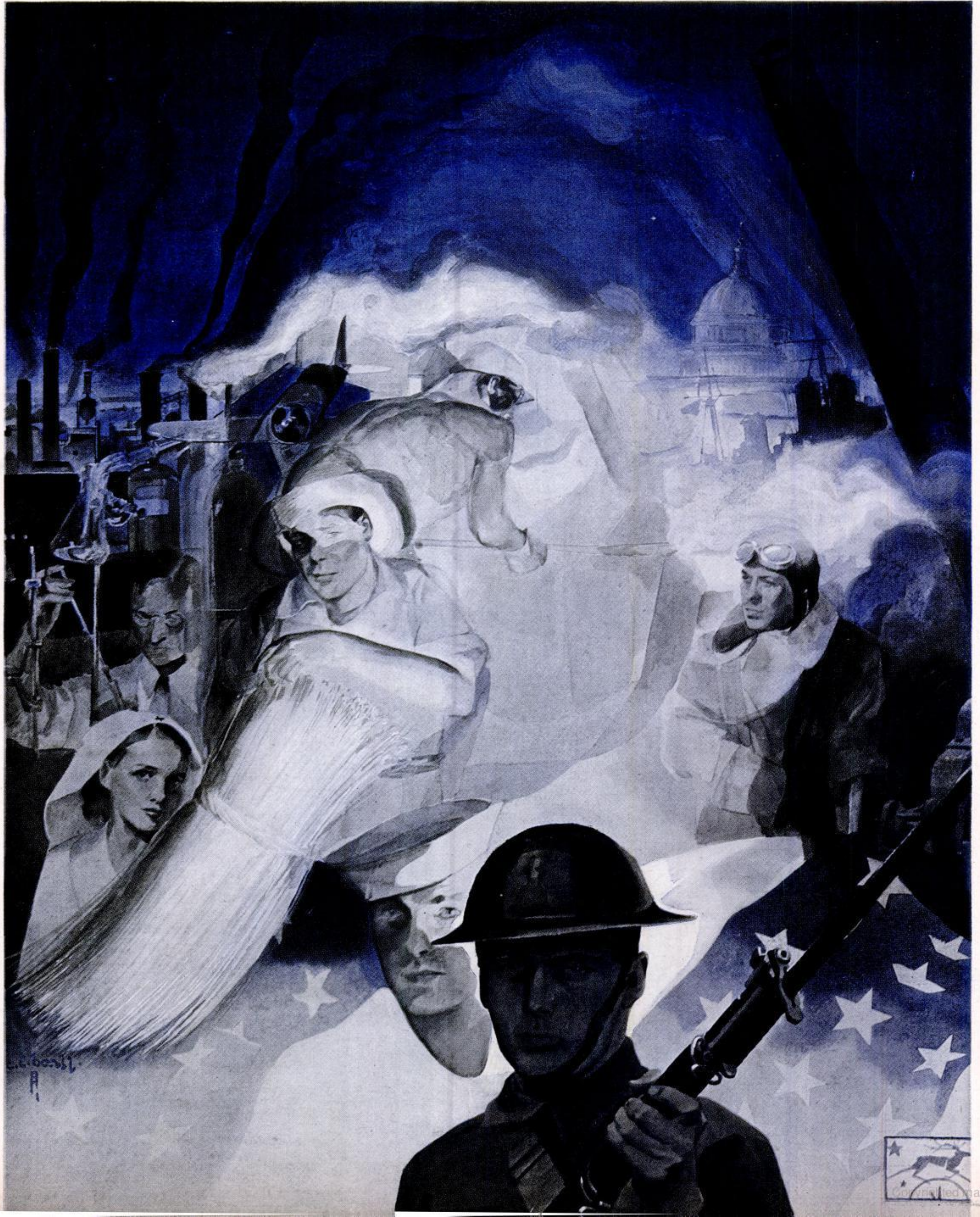
In this interpretation you will find the various factors and phases of our defense program: a soldier, a sailor, a flier and a Red Cross nurse; science, industry, agriculture and government at work. Study it yourself and see what *you* find. Incidentally, the doughboy in the foreground is an actual portrait of a young soldier stationed at Governors

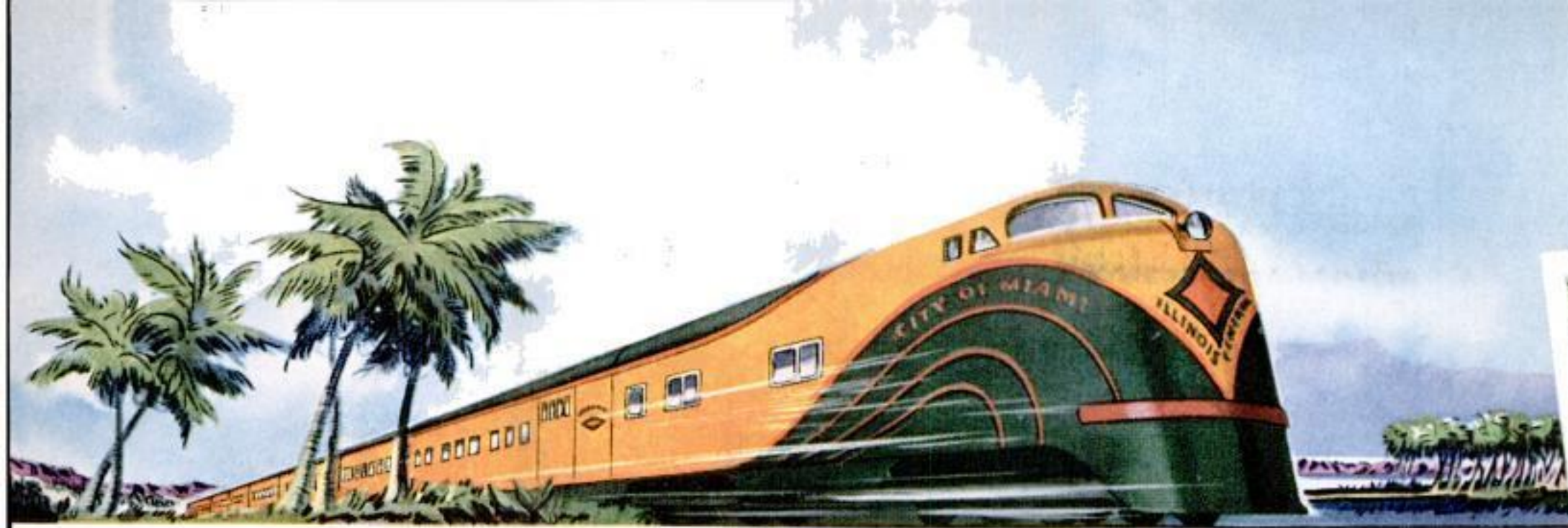
Island in New York Harbor. He holds a new Garand rifle.

To get the full effect of this amazing conception of Uncle Sam, the observer should stand back five or ten feet.

JAMES R. NICHOLSON, Chairman,
Elks National Defense Commission

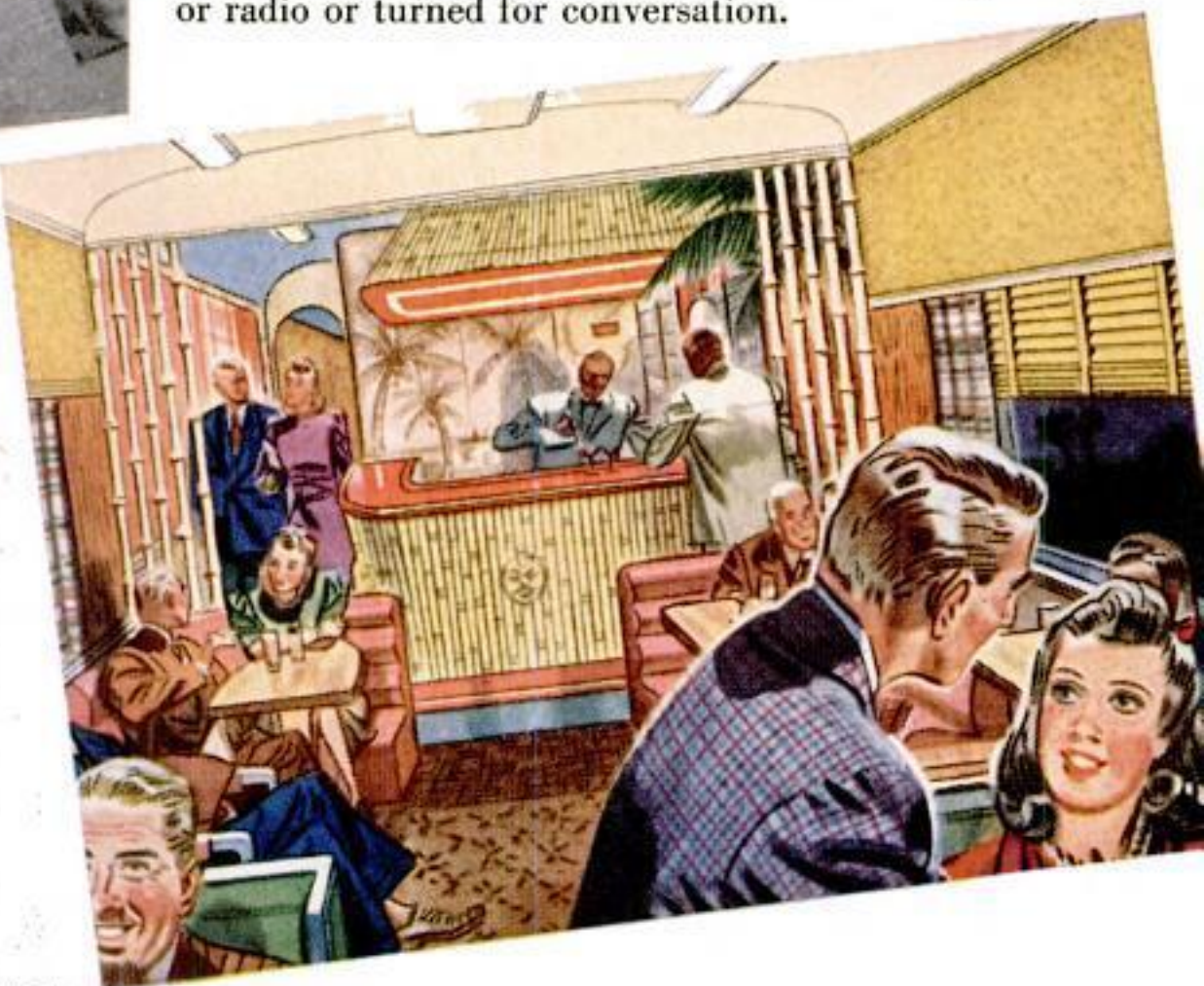
New York, N. Y.





1) **The Coaches**, colorfully decorated with Floridian scenes, provide such special comforts as individual reading lights, a car reserved for women and children, and Stewardess-Registered Nurse service.

2) **Bamboo Grove**, the beautiful tavern-lounge-observation car, has oversized windows to admit floods of sunlight and scenery; its comfortable easy-chairs are movable so they can be drawn up to the writing desk or radio or turned for conversation.



3) **The Bar**, with its bamboo decorations and huge pictorial murals, calls to mind the amusing cafés of the tropic lands and is completely air-conditioned, as are all cars on this sumptuous train.

4) **Palm Garden**, the diner—crowning touch for many of those who go to Florida the streamlined way—offers menus built around the exotic dishes and delicacies distinguishing that fruitful land.



Another Great Streamliner for The Illinois Central

CITY OF MIAMI

BUILT BY PULLMAN-STANDARD

THE WORLD'S LARGEST BUILDERS OF RAILROAD AND TRANSIT EQUIPMENT

AMONG the millions of Americans who have grown so tired of waiting for Spring that they've decided to go in search of Summer are certain lucky thousands who will make that joyful journey in swift magnificence—from Chicago to Miami in only 29½ hours—on the streamliner—*City of Miami*—which Pullman-Standard recently completed for the Illinois Central System.

Pullman-Standard streamliners now link America's greatest cities

As still another Illinois Central streamliner, its advent marks one more important step in that trend which is making trains of this modern type available in every section of the country.

Who has been responsible for this trend . . . one of the grandest marches in the history of transportation? We, of this generation, who have watched it come into being and mature within a period of six years, know!

Pullman-Standard started it by building the first lightweight train . . . by establishing the standards

of strength and safety by which all other construction is measured . . . and by building over 72%* of the streamlined units purchased by the railroads and The Pullman Company.

Pioneering railroads made it possible by investing the millions of dollars needed to transform blueprints into realities.

But even more important, the real life and impulse to this movement came from you, the American traveling public. For it has been your enthusiastic reception of Pullman-Standard-built streamliners which has made them the most popular and profitable group of trains in the country and is justifying the railroads in ordering them in ever-increasing numbers!

*When this advertisement was written

Luxury Coach Diesel Streamliner "City of Miami"
Lv. Chicago 9:40 A.M. Ar. Miami next day 4:10 P.M.
Lv. Miami 6:25 P.M. Ar. Chicago next day 10:55 P.M.

(Departures every third day)

For further information regarding this service, write
Illinois Central System, 501 Central Station, Chicago, Ill.

PULLMAN - STANDARD CAR MANUFACTURING COMPANY — CHICAGO

In addition to railroad passenger cars, Pullman-Standard designs and manufactures freight, subway, elevated and street cars, trackless trolleys, air-conditioning systems, chilled tread car wheels and a complete line of car repair parts.

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"Top's"
IN STREAMLINERS
ARE BUILT BY **Pullman-Standard**

WIN A BIG PRIZE . . . LIKE THESE WINNERS IN FORMER IVORY CONTESTS!



When the news reached our farm that I had won a big Ivory prize—we all got a shock of surprise! My first feeling was one of deep gratitude over my good fortune.
Mrs. Wofford Layton,
Roebuck, South Carolina.



I entered mainly for amusement and sent in four sentences on the bath use of Ivory. I wrote about Ivory from a man's point of view. Mr. Harold C. Warren, Warren, Pa.



My four sons were proud beyond words when I won in the Ivory contest. Entered many times before—but never imagined how exciting it would be to win. Mrs. Clare M. Turgeon, Rocky River, Ohio.



Winning in an Ivory contest fulfilled a dream of long standing. This thrilling prize made many wonderful things possible! Mrs. Ruth C. Clarke, San Leandro, California.



Words cannot express my joy over winning! We have a baby son and our expenses are high. My husband drives a truck so you can imagine what winning meant to us. Mrs. Anna Rosmine Maxson, Atlantic Highlands, N. J.

Enter
IVORY SOAP'S
New
"Security
for Life"
Contests!



My husband (who is an accountant) and I hope that my winning will inspire others to enter these grand Ivory contests. The entries fairly write themselves. I am very grateful. Mrs. G. R. Bultman, Denver, Col.

FREE!

\$100 a Month
as long as you live!

[OR \$20,000 NOW IN ONE LUMP SUM]

6 BIG WEEKLY CONTESTS!

These Prizes { 5 crisp \$500 Bills
Each Week— 50 new \$10 Bills

GRAND PRIZE \$100 a month for life—
(or winner can choose \$20,000 in one lump sum)
awarded at close of contests

EASY! FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS OR LESS
"I like Ivory Soap because _____"

FREEDOM from money worries! Security for life! The warm confidence that you will live your life out in the golden sunlight of security, and never be in want—the courage to face whatever life brings! This is the greatest prize ever offered in an Ivory Soap contest. And it may be yours!

A GUARANTEED INCOME of \$100.00 a month as long as you live—starting April 30, 1941! This \$100.00 a month income for life will be guaranteed by John Hancock Mutual Life Insurance Company of Boston, one of the greatest, strongest insurance companies in America!

A PROTECTED TOMORROW, A HAPPIER TODAY! Think what this extra \$100 a month could do for you now! Money to make your dreams come true! Own your home! Buy a new car! See America! . . . Or, you could choose \$20,000 in cash in one lump sum instead of the \$100-a-month life income.

330 ADDITIONAL MONEY PRIZES! . . . in 6 separate weekly contests! Each week for 6 weeks, Ivory Soap offers 5 crisp, crackly \$500 bills—30 in all! And remember, one of these \$500 winners will win the grand prize! So enter every week! Also each week there are 50 additional prizes of \$10.00 each.

SO EASY TO ENTER! Just write a simple sentence about why you like Ivory Soap. You've probably grown up with pure Ivory Soap, the kind friend of the family. Perhaps it's in your home now—being used for washing dishes, for bathing the baby, for lovely complexions, for faces and hands, or refreshing baths.

ANY MAN OR WOMAN CAN ENTER! It's easy to write about Ivory! These wonderful contests are run so you can discover Ivory's many uses. Send in all the entries you think of! Sentences as simple as the samples below can win! So don't lose time! Enter today! Enter every contest!

THESE HINTS MAY HELP YOU WRITE A WINNER!



"I like Ivory Soap because . . . it makes baby's bath a pleasure—she loves the way Ivory floats and I love its gentle purity that leaves her skin soft and sweet."



"I like Ivory Soap because . . . it makes a quick, gentle lather that gives me a wonderful feeling of refreshing cleanliness after a floating Ivory bath."



"I like Ivory Soap because . . . it's a wonderful dishwashing soap, gives quick suds, gets dishes, glasses clean and sparkling, and helps my hands stay soft and smooth."

FINISH sentence: "I like Ivory Soap because" in 25 additional words or less. Attach wrappers from one "Large-Size" and one "Medium-Size" Ivory Soap (or facsimiles) and send to Ivory Soap, Dept. L, Box 144, Cincinnati, Ohio. Print your name and address.

PROCTER & GAMBLE • TRADEMARK REG. U. S. PAT. OFF.

WINNERS ANNOUNCED
ON RADIO

"Against The Storm," "Life Can Be Beautiful," Mondays thru Fridays. See local papers for time, stations.

IVORY
SOAP

99⁴⁴/100 % Pure • It Floats



FOLLOW THESE EASY RULES

1. Simply complete this sentence, "I like Ivory Soap because . . ." in 25 additional words or less. Write on one side of a sheet of paper. Print plainly your name and address.
2. Mail to Ivory Soap, Dept. L, Box 144, Cincinnati, Ohio. You can enter these contests as often as you like, but each sentence must be accompanied by one Large and one "Medium-Size" Ivory Soap wrapper (or facsimiles).
3. Cash prizes in each weekly contest are five \$500 bills and fifty \$10 bills. The winner of the grand prize of \$100 a month for life will be selected from the winners of the \$500 prizes. The grand prize-winner may take \$20,000 cash instead of \$100 a month for life.
4. There will be six weekly contests, each with a separate list of prizes. Opening and closing dates:

CONTEST	OPENING	CLOSING
First Contest	Now	Sat., Feb. 1
Second Contest	Sun., Feb. 2	Sat., Feb. 8
Third Contest	Sun., Feb. 9	Sat., Feb. 15
Fourth Contest	Sun., Feb. 16	Sat., Feb. 22
Fifth Contest	Sun., Feb. 23	Sat., March 1
Sixth Contest	Sun., March 2	Sat., March 8

5. Entries received before Saturday, February 1, will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the final week's contest must be postmarked before midnight, March 8, and must be received by March 22.

6. Entries will be judged for originality, sincerity, and aptness of thought. The judges' decision will be final. Duplicate prizes will be awarded in case of ties. No entries returned. Entries, contents, and ideas therein become the property of Procter & Gamble.

7. Any resident over 18 years of age of the United States or Canada may compete except employees of Procter & Gamble, their advertising agencies and their families. Contests subject to all Federal, State and Dominion regulations.

8. The grand prize-winner's name will be announced shortly after the close of the last contest over Ivory Soap's radio programs: "Against The Storm," and "Life Can Be Beautiful." The \$500 prize-winners will be announced over the two programs shortly after the close of each contest. All winners will be notified by mail. Prize-winner lists will be available approximately one month after the close of the last contest.